

Simlink Limited (esim.cc) Cookie Policy

Last Updated: 6 November 2025

1. Purpose and Scope

This Cookie Policy (“Policy”) explains how Simlink Limited (“Company”) uses cookies and similar technologies (collectively, “Cookies”) on the esim.cc website, related mobile mini-programs / applications, and online services (collectively, the “Platform”).

This Policy should be read together with our Privacy Policy.

2. What Are Cookies?

Cookies are small text files or equivalent technologies (including but not limited to local storage, SDK storage, pixel tags, and device fingerprinting parameters) that a website stores on your browser or device.

Cookies may be read during your session or for a specified period of time.

3. Types of Cookies We Use and Examples

- **Strictly Necessary Cookies**

Used for core functions such as login, checkout, page navigation, and protection against cross-site request forgery (CSRF). Disabling these Cookies will cause the services to fail to function properly.

- **Functionality and Preference Cookies**

Used to remember your language, time zone, interface settings, and other preferences to improve your user experience.

- **Performance and Analytics Cookies**

Used to measure visits, events, and page performance for troubleshooting and product optimization (usually presented in aggregated or de-identified form).

- **Security and Risk Control Cookies**

Used to help identify suspicious behaviour, limit abnormal requests, and prevent abuse or fraud.

- **Third-Party Component Cookies**

Cookies that may be set when you use third-party payment, maps, customer support, or embedded content. The use of third-party Cookies is governed by their respective policies.

Note: In line with transparency and data-minimization principles, we will not use analytics Cookies for purposes that are incompatible with the original purposes of collection.

4. How We Use Information Collected via Cookies

We may use information collected through Cookies for the following purposes:

- To safeguard session security and the integrity of checkout processes;
 - To remember your preferences and device information for your next visit;
 - To measure and diagnose website/app performance and improve functionalities;
 - To conduct necessary anti-fraud and risk control activities;
 - Where consent has been obtained, to support service-related communications and personalization (where applicable).
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5. Managing Cookies and Your Choices

- **Browser Settings**

You can delete or block Cookies via your browser or system settings. Please refer to your browser's help centre for specific instructions.

- **On-Site Controls**

The Platform may provide a “Cookie Settings” interface that allows you to enable or disable non-essential Cookies.

- **Consequences of Disabling Cookies**

Disabling strictly necessary Cookies will affect core functionalities such as login, ordering, and checkout.

- **“Do Not Track” (DNT) Signals**

We respect the rationale behind “Do Not Track (DNT)” signals.

However, due to the lack of an industry-wide standard, the Platform may not be able to respond consistently to all DNT signals. We will continue to monitor industry consensus and update this Policy as appropriate.

6. Cookie Retention Periods

- Session Cookies expire when you close your browser;
- Persistent Cookies expire on their preset expiry date or when you manually delete them;

- Specific retention periods are determined based on the principles of purpose limitation and necessity and are periodically reviewed.
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7. Third-Party Cookies

The Platform may integrate third-party analytics, payment, or customer-service components. These third parties may set Cookies and independently collect information.

Their handling of information is governed by their respective privacy policies. Please read such policies before using the relevant services.

8. Personal Data and PDPO Statement

Where Cookies involve the processing of identifiable personal data, the Company will manage such data in accordance with the six Data Protection Principles under the PDPO and will adopt appropriate technical and organizational measures to safeguard security.

For further details, please refer to our Privacy Policy.

9. Updates to This Policy

We may update this Policy from time to time and publish the updated version on the Platform. The updated Policy will take effect from the date of publication.

In the event of material changes, we will provide prominent notice. Your continued use of the Platform will be deemed as acceptance of the updated Policy.

10. Contact Us

If you have any questions about this Policy or our use of Cookies, or if you wish to exercise your rights under the Privacy Policy, please submit a request via the “Contact Us / Customer Service” function within the Platform.