



Cookie Policy

Last updated: 5 February 2026

Alpha Arus Sdn Bhd (“Company”, “we”, “us”, or “our”) uses cookies and similar tracking technologies on our website alpharus.com.my (the “Website”) to enhance your browsing experience, analyze site usage, and deliver relevant content and functionality.

This Cookie Policy explains what cookies are, the types we use, why we use them, and how you can manage or control them. It should be read together with our **Privacy Policy** and **Terms of Use**.

1. What Are Cookies?

Cookies are small text files that are placed on your computer, mobile device, or tablet when you visit a website. They are widely used to make websites work (or work more efficiently), as well as to provide information to the site owners.

Cookies may be **first-party** (set by us) or **third-party** (set by service providers or partners on our behalf).

2. Types of Cookies We Use

We use the following categories of cookies:

A. Strictly Necessary / Essential Cookies

These cookies are essential for the Website to function properly and cannot be switched off in our systems. They are usually set in response to actions you take (e.g., setting privacy preferences, logging in, or filling forms).

These cookies do not store any personally identifiable information.

You can set your browser to block or alert you about these cookies, but some parts of the Website may then not work.

B. Performance / Analytics Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our Website. They help us know which pages are the most and least popular and see how visitors move around the site.

All information these cookies collect is aggregated and therefore anonymous.

Examples include cookies set by tools such as Google Analytics (if used).



C. Functionality Cookies

These cookies enable the Website to provide enhanced functionality and personalization (e.g., remembering your language preference or region). They may be set by us or by third-party providers whose services we have added to our pages.

If you do not allow these cookies, some or all of these services may not function properly.

D. Targeting / Advertising Cookies

These cookies may be set through our Website by our advertising partners. They may be used to build a profile of your interests and show you relevant advertisements on other sites.

They do not store personal information directly but are based on uniquely identifying your browser and internet device.

If you do not allow these cookies, you will experience less targeted advertising.

3. How to Manage or Disable Cookies

You can manage your cookie preferences at any time through:

- **Our cookie consent banner** (if implemented) — click “Settings” or “Preferences” to customize which categories you accept.
- **Your browser settings** — most browsers allow you to refuse or delete cookies. The “Help” function in your browser usually provides instructions. Common links:
 - [Google Chrome](#)
 - [Mozilla Firefox](#)
 - [Microsoft Edge](#)
 - [Safari](#)

Please note that blocking or disabling cookies may affect the functionality and features available on the Website.

4. Third-Party Cookies

Some features on our Website may use third-party services (e.g., analytics providers, embedded content, or social media plugins). These third parties may set their own cookies when you interact with their content.

We do not control these third-party cookies. Please refer to the respective third-party privacy and cookie policies for more information.



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<https://alpharus.com.my/>

5. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our use of cookies or for legal/regulatory reasons.

The updated version will be posted here with a revised “Last updated” date.

Your continued use of the Website after any changes constitutes acceptance of the revised policy.

6. Contact Us

If you have any questions about these Terms, please contact us at:

Email: enquire@alpharus.com.my

Telephone: +6012 622 3480

Address: 3.02D (East Wing), Level 3 Menara BRDB 285, 59000 Bangsar, Wilayah Persekutuan Kuala Lumpur.