

# COOKIES & TRACKING TECHNOLOGIES NOTICE

Last Updated: 20 July 2022

Dplay Entertainment Limited and/or its subsidiary and affiliated entities (“we” or “us”), along with our advertising partners and service providers, use cookies and similar technologies on our websites and mobile and connected television applications (collectively, the “Services”). This Cookies & Tracking Technologies Notice is part of our commitment to tell you how information about you is collected, used, and shared when you interact with the Services. For more information about how we collect and process your personal information, please see our [Privacy Notice](#). This Cookies & Tracking Technologies Notice provides additional detail about:

1. [AN EXPLANATION OF THE COOKIES AND OTHER TRACKING TECHNOLOGIES WE USE ON THE SERVICES](#)
2. [HOW WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES](#)
3. [HOW OUR ADVERTISING PARTNERS USE TRACKING TECHNOLOGIES](#)
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## 1. AN EXPLANATION OF THE COOKIES AND OTHER TRACKING TECHNOLOGIES WE USE ON THE SERVICES

Like many companies, we use tracking technologies on our Services. Below are some examples of the types of tracking technologies that may be used, depending on how you access and interact with the Services.

**Web browser cookies** A cookie is a data file placed on a computer when it is used to visit the Services. Cookies generally contain information that is associated with your web browser, information such as website preferences, login information, or a user ID. This information enables online services to recognize you as you interact with or revisit the Services.

“First party cookies” are cookies that are set by the domain that you are visiting. When you visit websites in our network of sites, we serve cookies set in the domains of the sites you are visiting and in our domains.

“Third party cookies” are cookies served by our advertising partners, advertising networks, and analytics providers when you interact with the sites.

“Session cookies” are stored for the duration of your visit.

“Persistent cookies” continue to be stored after you leave the Services, and may be kept for weeks, or even years.

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**Tracking technologies** The Services may contain web beacons/GIFs, pixels, page tags, embedded scripts and other tracking technologies. These technologies consist of small transparent image files or other web programming code that record how you interact with the Services. They are often used in conjunction with web browser cookies or other identifiers associated with your device.

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**Device Identifiers** We may collect your IP address or another unique identifier for the particular device you use to access the Internet or the Service.

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**Mobile Advertising Identifiers** We and our third-party service providers may receive an advertising identifier that is assigned to your device if you access the Services through a mobile app.

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**Cross Device Tracking** If you use different devices (such as your home computer, laptop, mobile device, connected television and/or other smart device) to access our Services, we may be able to associate you with each of your devices through deterministic (such as logging in to an account or service on multiple devices) or probabilistic (such as making reasonable inferences based on the collection of non-personal information about the devices you use) fingerprinting technologies.

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**Precise Location Information** If you access one of our mobile apps, you may be given the option to share information about your precise location with us. If you agree, we may collect location information that is provided through the GPS functionality on your mobile device. We use this information to present information and advertising that is of relevance to you based on where you are.

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## 2. HOW WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES

We and third parties may use cookies and tracking technologies when you interact with the Services for a variety of reasons, as described in detail, below.

**Generally** We use cookies and other tracking technologies to record your preferences; track the use of our Services and your exposure to our online advertisements; monitor traffic; improve the Services; make the Services easier to use, including remembering your preferences and settings; and make the Services more relevant to you.

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**Essential**

Essential cookies (and similar technologies) are necessary for the Services to function properly and to remain secure. For example, we may use essential cookies for logging in, filling in forms or to enable other features and functions of the Services. Essential cookies are also used to monitor service technical performance to ensure our Services are functioning properly. We also use essential cookies to maintain the security and stability of our Services. Because these cookies are necessary to the security and functionality of our Services, they cannot be switched off.

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**Analytics**

Analytics cookies (and similar technologies) allow us to measure how many people have used the Services, monitor how users navigate the Services and which pages and videos are visited most frequently, count how many e-mails that were sent and / or were actually opened or for other analytics purposes. These cookies also allow us to understand how people are using our Services so that we can continue to improve them and ensure that we are providing the best experience for our users.

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**Content personalisation** We use cookies to build a profile about you and your interests to show you personalised content that is relevant to you, and to measure the performance and effectiveness of content that you see or interact with.

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**Advertising**

Advertising cookies (and similar technologies) are used to build a profile of your interests, to deliver advertising relevant to those interests, to measure the effectiveness of advertising campaigns, and for the other purposes described in our Cookies & Ad Choices Preference Centre available through the “Cookies & Ad Choices” link in the footer of our website or the Account settings menus of our app. These cookies are set by us and by our advertising partners. If you do not allow these cookies, you will still see ads, but they may be less relevant to you.

Please note that certain third parties – including our service providers, partners, advertisers and advertising sales agencies – also use cookies on the Services. Third party cookies are usually measurement and performance cookies, or advertising cookies.

You can find further information about how we use cookies on the Services, which third party cookies we use, and allow or deactivate cookies, in our

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Cookies & Ad Choices Preference Centre available through the “Cookies & Ad Choices” link in the footer of our website or the Account settings menus of our app.

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### 3. HOW OUR ADVERTISING PARTNERS USE TRACKING TECHNOLOGIES

We permit third parties such as advertising technology companies to serve advertisements for third party products and services. These companies use cookies and similar technologies to collect information about your interactions with the Services and other websites, mobile applications, and other connected services and use that information to display ads that are more likely to be relevant to you and to understand how users respond to those ads. For more information about individual cookies, please see our Cookies & Ad Choices Preference Centre available through the “Cookies & Ad Choices” link in the footer of our website or in the account settings menus of our app.

### 4. YOUR CHOICES (MANAGING COOKIES AND HOW TO OPT-OUT)

In many instances, you have choices about the information you provide and how we use your information. These choices, and any related consequences, are described in detail below.

#### ***Cookies & Ad Choices Preference Centre***

Through our Cookies & Ad Choices Preference Centre you can allow or deactivate cookies/trackers or exercise your choices regarding how [IAB Transparency & Consent Framework](#) participants may collect or process your data. You can access the Cookies & Ad Choices Preference Centre through the “Cookies & Ad Choices” link in the footer of our website or the Account settings menus of our app. Please note that blocking all cookies can render some of the Services unavailable to you or have a negative effect on the performance, efficiency or customisation of the Services.

Please note that we participate in the IAB Europe Transparency & Consent Framework and complies with its policies and specifications. The IAB Transparency & Consent Framework is an industry framework designed to facilitate the communication of privacy-related consent between digital advertisers and to provide internet users with greater transparency and control over how their personal data may be used for digital and behavioural advertising. We use the Consent Management Platform with the identification number 28.

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#### ***Browser Settings***

Most web browsers automatically accept cookies but, if you prefer (and in addition to your ability to allow or deactivate specific categories of

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cookies/trackers by using our Cookies & Ad Choices Preference Centre as described above), you can usually modify your browser setting (or the settings on your mobile device, if applicable) to disable or reject cookies. If you delete your cookies or if you set your browser to decline cookies, some features of the Services may not work or may not work as designed.

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***Nielsen's Digital Measurement Products***

We also use The Nielsen Company's digital measurement products on our Services, which will allow you to contribute to market research, such as Nielsen TV Ratings. Please visit Nielsen's Digital Measurement Privacy Policy page at [www.nielsen.com/digitalprivacy](http://www.nielsen.com/digitalprivacy) for more information about the measurement software and to learn about your choices with regard to Nielsen's measurement products. To opt-out of Nielsen measurement on mobile devices visit Nielsen's mobile opt-out page at [https://sites.nielsen.com/legal/privacy-statement/nielsen\\_app\\_output/#](https://sites.nielsen.com/legal/privacy-statement/nielsen_app_output/#)

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***Device Settings for Mobile Device Tracking***

You can opt out of the use of information about your mobile app usage by certain advertising companies through your device settings ("Limit Ad Tracking" on Apple devices and "Opt Out of Personalized Ads" on Android devices).

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***Connected TV Tracking***

You can opt out of the use of information about your Connected TV and TV streaming device usage by certain advertising companies through your device settings.

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***Social media settings***

The privacy notices of social networks should provide you with information on how those networks allow you to exercise your choices regarding tracking technologies, typically by configuring your user account settings on each such network.

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## 5. HOW TO CONTACT US

For any questions regarding this Cookies & Tracking Technologies Notice or our privacy practices, please contact us at [DPO@discovery.com](mailto:DPO@discovery.com).