

# COOKIE POLICY

**Effective Date: 17 October 2024**

This Cookie Policy explains how PIP World ("PIP World", "we", "us", or "our"), a company incorporated in the United Arab Emirates, uses cookies and similar technologies on our website located at pip.world (the "Site") and in connection with our mobile application and online game (the "Game"). This policy provides details on how we collect, use, and manage cookies when users ("you", "your") visit our Site and interact with the Game.

By using our Site and Game, you consent to the use of cookies as outlined in this Cookie Policy. You can manage your cookie preferences at any time through our cookie consent pop-up window or browser settings.

## 1. What Are Cookies?

Cookies are small text files stored on your device (computer, tablet, smartphone) when you visit a website. Cookies help websites remember your preferences, track your behavior on the website, and improve user experience. They can also be used to deliver personalized content and advertising.

Cookies can be classified as:

- **Session Cookies:** Temporary cookies that are deleted when you close your browser.
- **Persistent Cookies:** Cookies that remain on your device for a specified period or until you manually delete them.
- **First-Party Cookies:** Cookies placed directly by us for the proper functioning of our Site.
- **Third-Party Cookies:** Cookies placed by third-party services such as Google Analytics.

## 2. Types of Cookies We Use

We use the following types of cookies on our Site:

### a. Necessary Cookies

These cookies are essential for the proper functioning of our Site and Game. They enable core functionalities such as security, session management, and access to certain features (e.g., signing up, logging in). These cookies cannot be disabled in our systems.

**Examples of data collected:** Session ID, security tokens, user authentication details.

## **b. Performance and Analytics Cookies**

We use performance cookies to collect information about how users interact with our Site and Game. This helps us improve functionality, optimize user experience, and understand how visitors use our services.

We use **Google Analytics** to track website traffic, user behavior, and performance metrics. Google Analytics places cookies that help us analyze visitor activity on our Site, such as where visitors come from, what pages they visit, and how long they stay.

**Examples of data collected:** IP addresses, browser type, referral sources, pages visited, time spent on the Site.

### **Third-Party Services:**

- **Google Analytics:** For more information about how Google Analytics uses your data, please visit [Google's Privacy Policy](#).

## **c. Functional Cookies**

Functional cookies allow us to remember your preferences and customize the Site to provide enhanced functionality and personalization (e.g., language preferences, region settings).

**Examples of data collected:** Language settings, region preferences, user session information.

## **d. Marketing and Advertising Cookies**

These cookies may be set by us or by third-party advertising partners to track your online activity and deliver personalized ads based on your interests. They help us measure the effectiveness of our marketing campaigns.

**Examples of data collected:** User interaction with ads, interests, device information.

## **3. Consent to Cookies and Managing Preferences**

When you first visit our Site, you will see a cookie consent pop-up, which allows you to accept or reject different categories of cookies, except for those that are strictly necessary. You can update your cookie preferences at any time by accessing the cookie settings in the pop-up window or via your browser settings.

### Managing Cookies via Browser Settings

You can control or delete cookies through your browser settings. Please note that disabling certain cookies may impact the functionality of the Site and Game, and certain features may become unavailable.

### **Instructions for managing cookies in popular browsers:**

- **Google Chrome:** [Manage cookies in Chrome](#)
- **Apple Safari:** [Manage cookies in Safari](#)
- **Mozilla Firefox:** [Manage cookies in Firefox](#)
- **Microsoft Edge:** [Manage cookies in Edge](#)

#### 4. Cookies and Minors

We do not knowingly collect data from or track users under the age of 18 without parental or guardian consent. If you are a parent or guardian and believe that your child under the age of 18 has provided personal data or is being tracked without your consent, please contact us at [Insert Contact Email], and we will take the necessary steps to remove the data.

#### 5. Data Collected via Cookies

The data collected through cookies includes, but is not limited to:

- IP addresses;
- Browser type and version;
- Device type;
- Pages visited;
- Time spent on the Site;
- Referral URLs (e.g., from where you arrived at the Site).

This information is used to:

- Ensure the proper functioning of the Site;
- Monitor and analyze performance;
- Improve user experience;
- Deliver personalized content and advertising;
- Comply with legal obligations.

#### 6. Retention Period

We retain cookie-related data for as long as necessary to fulfill the purposes outlined in this policy, or as required by applicable law. For performance and analytics cookies, we generally retain the data for a maximum period of **\*\*[insert duration, e.g., 24 months]\*\***, after which the data is automatically deleted or anonymized.

## 7. Third-Party Cookies

In addition to our own cookies, we use third-party cookies from service providers such as Google Analytics. These third-party cookies may track your use of the Site and collect data for their own purposes. We do not control the operation of these cookies and recommend you review the privacy policies of the relevant third parties.

- **Google Analytics:** Learn more about Google Analytics cookies and how to opt out by visiting [Google Analytics Opt-Out](#)

## 8. Your Rights Under GDPR and CCPA

If you are located in the European Economic Area (EEA) or California, you have the following rights regarding your personal data collected through cookies:

- **Right to Access:** You can request a copy of your personal data.
- **Right to Rectification:** You can request correction of any incorrect or incomplete data.
- **Right to Erasure ("Right to be Forgotten"):** You can request deletion of your data under certain conditions.
- **Right to Object:** You can object to the use of your personal data for direct marketing or other purposes.
- **Right to Restrict Processing:** You can request a temporary halt to processing your personal data under certain conditions.
- **Right to Data Portability:** You can request your data in a structured, machine-readable format.

To exercise these rights, please contact us at [support@pip.world](mailto:support@pip.world). For more details on how we protect your personal data, refer to our [Privacy Policy](#).

## 9. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in legal requirements, technology, or business practices. Any changes will be posted on this page, and we will update the "Effective Date" accordingly. You are encouraged to review this policy regularly to stay informed of any updates.

Contact Us

If you have any questions about this Cookie Policy or your personal data, please contact us at:

PIP World

dpo@pip.world

By using our Site and Game, you acknowledge that you have read and understood this Cookie Policy and agree to our use of cookies as described.