

Cookie Policy

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At Blush, our belief is centered on transparency and openness when it comes to collecting and processing data about you. The purpose of this page is to provide you with information on our practices concerning cookies, as well as to elucidate how you can manage them.

Are you interested in learning further details about cookies and their usage by us?

We would be delighted to clarify! Please continue reading.

Please note that our Cookie Policy solely pertains to the usage of cookies and not the processing of your personal information beyond this context. For comprehensive information regarding how we process your personal information, please refer to our Privacy Policy, found [here](#).

Want to learn about cookies?

Cookies are text files of a small size that are either accessed from your device's memory or sent to your web browser. Typically, a cookie comprises the domain's name (Internet location) that initiated it, the cookie's lifespan or expiration date, and a randomly generated unique number or comparable identifier. Additionally, a cookie may contain device information, such as browsing history, user settings, and actions performed when using our services.

Do various categories of cookies exist?

Two types of cookies exist: first-party cookies and third-party cookies. First-party cookies are directly placed on your device by us. For instance, we use first-party cookies to customize our website based on your browser's language preferences and to gain further insights into your website usage. On the other hand, third-party cookies are placed on your device by our partners and service providers. You can obtain more information about these partners and service providers through our website and in-app consent management tools. For more information on these tools, please see the section titled "How can you control cookies?" below.

We would also like to explain to you about session and persistent cookies.

Session cookies expire when you close your browser, and we utilize them for various purposes, such as gaining further insights into your website usage during a single browser session and aiding you in navigating our website more efficiently. In contrast, persistent cookies possess an extended lifespan that surpasses the current session. We may use such cookies for analytical purposes, to enable you to sign in quickly to our website again, and for other reasons described below.

How about other tracking technologies like SDKs and web beacons?

Similar to cookies, various other technologies like web beacons (also referred to as clear gifs, pixels, or tags), tracking URLs, and software development kits (SDKs) are utilized for similar purposes. Web beacons comprise minute graphic files containing a unique identifier, which enable us to recognize when a user has accessed our service or opened an email we've sent. Tracking URLs are custom-generated links, aiding us in comprehending the origin of traffic to our web pages. SDKs consist of small code pieces included in apps, which function similarly to cookies and web beacons. For the sake of simplicity, we refer to all these technologies as "cookies" in this Cookie Policy.

For what purposes do we use cookies?

Similar to other online service providers, we employ cookies to deliver, safeguard, and enhance our services. These cookies remember your preferences, recognize you upon visiting our website, assess the effectiveness of our marketing campaigns, and customize ads to your interests. In pursuit of these goals, we may also connect information from cookies with other personal data we possess about you. When you utilize our services, your device may receive one or more of the following cookie types.

There are 4 Cookie types:

1. **Essential cookies:** These cookies are essential to furnish you with our services, for example, permitting you to sign in, recalling your choices, and ensuring your security by identifying malevolent activity.
2. **Analytics cookies:** These cookies aid us in comprehending how our services are utilized and assist us in personalizing and refining our services for your benefit.
3. **Advertising & marketing cookies:** These cookies are employed to assess the efficacy of our marketing campaigns and to render the advertisements you view more pertinent to you. They execute tasks such as ascertaining the amount of traffic driven by our marketing campaigns to our services, preventing repetitive

display of the same ad, ensuring proper display of ads for advertisers, selecting relevant ads for you, and measuring the number of ads displayed and their performance, such as how many individuals interacted with a specific ad.

4. Social networking cookies: These cookies facilitate the sharing of pages and content that you find interesting on our services through third-party social networking and other websites or services. Additionally, these cookies may be used for advertising purposes.

How can you manage cookie preferences?

There are various options available for managing cookies. It's important to note that modifying your cookie settings may affect your user experience on our services, as they may no longer be as personalized. In some cases, certain features may become inaccessible.

Tools we provide:

You can modify your cookie preferences anytime by visiting your account settings in the app and adjusting your app cookie settings.

Browser and device controls:

Many web browsers offer settings that allow you to control or reject cookies, or receive alerts when a cookie is placed on your device. The process for managing cookies may vary for each web browser. You can refer to your browser's help menu for specific instructions. You may also be able to reset device identifiers or opt out from having identifiers collected or processed by accessing the appropriate settings on your mobile device. The steps for managing identifiers may vary for each device, so you can check the help or settings menu on your particular device.

Interest-based advertising tools:

Advertising companies may participate in self-regulatory programs that enable you to opt out of any interest-based advertising by them. To learn more, you can visit the following websites: Digital Advertising Alliance, Interactive Digital Advertising Alliance, and Appchoices. Opting out does not mean you will not see ads, but you will not see personalized ads from companies that participate in these opt-out programs. Additionally, if you delete cookies on your device after opting out, you will need to opt out again.

Google™ Cookies

Google™ Maps API Cookies

When you use some features of our website or Blush services, we may rely on the use of Google™ Maps API Cookies. These cookies will be stored on your device. By using our services that rely on Google™ Maps API cookies, you consent to the storage and collection of such cookies on your device and to Google's access, usage, and sharing of the data collected by them.

Google™ manages the information and your choices regarding Google™ Maps API Cookies via an interface separate from that supplied by your browser. For further details, please refer to <https://www.google.com/policies/technologies/cookies/>.

Google Analytics

We utilize Google Analytics, which uses cookies and other data collection technologies to gather information about your use of our website and services, in order to report website trends. For more information about how Google collects and processes data, please visit <https://policies.google.com/technologies/partner-sites>. You can opt-out of Google Analytics by downloading the Google Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout> and opt out of Google's ad personalisation at <https://adssettings.google.com/>.

Want to contact us?

If you have any inquiries regarding this Cookie Policy, you may email us at info@BlushApp.co

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