

Cookie Policy

When you visit our App or Website, small text files are stored on your computer, smartphone or other device. These files are called cookies. Cookies help us to function, analyze and personalize the website. We do not make use of tracking cookies to personalize content or show advertisements.

For detailed information on the use of cookies, see our Privacy Statement [here](#).

Cookies and Similar Technologies on BOOKGURUZ

We and our affiliates use technologies like cookies, pixels, and local storage (like on your browser or device, which is similar to a cookie but holds more information) on our website, in our emails, and identifiers supplied by app platform companies within our apps to provide you with a range of products and services.

Cookies are small pieces of data that are stored on your computer, mobile phone or other device. Pixels are small blocks of code on webpages and in emails that do things like allow another server to measure viewing of a webpage and often are used in connection with cookies. Local storage is an industry-standard technology that allows a website or app to store and retrieve data on a person's computer, mobile phone or other device.

What are cookies and similar technologies used for?

We and our affiliates use these technologies to do things like make BOOKGURUZ's Services easier or faster to use, enable features and store information about you (including on your device or in your browser cache) and your use of the Services; monitor and understand the use of our products and services; and to protect you, others and BOOKGURUZ. We and our affiliates use these technologies to deliver, understand and improve advertising to users of BOOKGURUZ's Services on behalf of BOOKGURUZ and others (such as for entities that have BOOKGURUZ's sponsored or promoted products) on the BOOKGURUZ's apps and

websites and on other websites that you visit, based on your activity on the Services.

BOOKGURUZ uses cookies and similar technologies for a number of purposes, including:

- Authentication – BOOKGURUZ may use cookies, local storage and similar technologies to recognize you if you are logged in to our Services, so that we can show you the right information, understand how you use the Services and personalize your experience.
- Security - BOOKGURUZ may use cookies, local storage and similar technologies to support or enable security features we have deployed, and to help us detect malicious activity and violations of our Terms of Service.
- Preferences, features and services - BOOKGURUZ may use cookies, local storage and similar technologies to know which language you prefer, what your communications preferences are, and in order to help you fill out forms on the Services.
- Performance, Analytics and Research - We sometimes use other service providers to help us provide certain products and services and to provide us information about use of the Services to improve the Services and make it appealing to as many users as possible. For example, BOOKGURUZ uses third party analytics providers, like Google Analytics and Facebook Analytics, to better understand who is using the service and how people are using it. As part of providing these services, these service providers may collect and store anonymous information such as time of visit, pages visited, time spent on each page of the website, IP address, and type of operating system used. The placing of these cookies, pixels or other technologies on your device may enable you to be identified across multiple websites and you should consult our Privacy Policy and the privacy policies of our service providers to understand how they collect and use your data and to ensure that you are comfortable with the manner in which they use cookies.

Can cookies be turned off?

Most web browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of your browser software) allowing you to decide on acceptance of each new cookie in a variety of ways. For more information about cookies and how to refuse them, [click here](#). Also, Google has developed a web browser [plugin](#) to allow you to opt-out of Google Analytics' tracking software. Also, certain versions of the iOS operating

system permit you to "Limit Ad Tracking" in the system settings and certain versions of the Android operating system allow you to "Opt out of Interest-Based Ads" in the system settings.

Please be aware that limiting the ability of websites to set cookies, however, may worsen your overall user experience, and in some cases the Services will not work properly without cookies, local storage and similar technologies.

Change log:

22 May 2018: Published Cookie Policy