

Cookie Policy

mogu



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Cookie Notice

We use cookies and other similar technologies (“**Cookies**”) to help us remember you and enhance your experience by providing you things we think you will like.

By closing this message box and continuing to use this Website, you acknowledge that you have read our Cookie Policy [to provide link], you are aware of the purpose and use of Cookies and you are agree to our use of Cookies.

COOKIE POLICY

What are Cookies?

Cookies are small pieces of data that are downloaded to your computer or mobile device when you visit a website or application.

Use of Cookies

By providing us with personal data, you agree to the terms of this Cookie Policy and you consent to our collection, use, disclosure and processing of personal data on these terms. DO NOT provide any personal data to us if you do not accept this Cookie Policy.

Different type of Cookies

We may use the following type of cookies in this Website:

First-party cookies

These cookies are set by the website you’re visiting. And only that website can read them.

Third-party cookies

These cookies are set by someone other than the owner of the website you’re visiting. Some of our web pages may also contain content from other sites like YouTube or Flickr, which may set their own cookies. Also, if you share a link to a Mogu page, the service you share it on (for example, Facebook) may set a cookie on your browser. We have no control over third-party cookies - you can turn them off, but not through us.

Session cookies

These cookies only last as long as your online session, and disappear from your computer or device when you close your browser (like Internet Explorer or Safari).



Persistent cookies

These cookies stay on your computer or device after your browser has been closed and last for a time specified in the cookie. We use persistent cookies when we need to know who you are for more than one browsing session. For example, we use them to remember your preferences for the next time you visit.

Strictly Necessary Cookies

These cookies let you use all the different parts of Mogu website. Without them, services that you've asked for can't be provided. Some examples of how we use these cookies are:

- When you sign in to Mogu
- Remembering security settings that affect access to certain content, for example, any parental controls

Functional Cookies

These help us personalise Mogu to you by remembering your preferences and settings. Some examples of how we use these cookies are:

- Remembering if you visited the website before so that messages for new visitors are not displayed to you
- Remembering settings on the website like colour, font size and layout

Performance Cookies

These help us understand how people are using Mogu online, so we can make it better. And they let us try out different ideas. We sometimes get other companies to analyse how people are using Mogu online. These companies might set their own performance cookies. Some examples of how we use these cookies are:

- Collecting information on which web pages visitors go to most often so we can improve our online services
- Making sure that the website is working properly and fixing any errors
- Testing designs to help improve the look and feel of the website

Advertising Cookies

Some websites use advertising networks to show you specially targeted adverts when you visit. These networks may also be able to track your browsing across different sites.

Collection of Information

We may monitor your use of this Website through the use of Cookies. For example, we may monitor the number of times you visit this Website. Our use of Cookies may also involve the processing of Personal Data including any information relating to an identified or identifiable individual such as IP addresses, browser, operating system and device characteristics, referring URLs or other online mobile identifiers. For more information about our data protection practices, see our Privacy Policy.



We will keep the Personal Data collected for as long as we are either required by law, for our business, or as is relevant for the purposes for which it was collected.

Purpose of Cookies

We use Cookies for the following purposes:

- (1) To recognize you as a customer;
- (2) To operate this Website efficiently with a high level of functionality;
- (3) To diagnose or resolve any problem with this Website and its services;
- (4) To customize the materials we provide to you based on your online interests and preferences;
- (5) To measure the effectiveness of our marketing and promotional initiatives;
- (6) To measure the number of advertising referrals we have received to this Website from other websites;
- (7) To produce data on web traffic and customer web activity through this Website;
- (8) To help ensure that your account security is not compromised;
- (9) To detect and mitigate risk;
- (10) To prevent any prohibited, illegal, unauthorized or fraudulent activities; and
- (11) To promote trust and safety across this Website and its services; and
- (12) For any other purposes in connection with this Website and its services.

Disabling Cookies

Some essential features on this Website just won't work without cookies. And having other cookies switched off can seriously affect the way you'll be able to enjoy our services.

However, you may disable our Cookies at your option, unless our Cookies are required to prevent fraud or ensure the security of websites we control. You may disable the Cookies by following the instructions on your browser.

Change of Cookie Policy

We may periodically update this Cookie Policy without notice to reflect changes in our practices. You shall visit this page regularly for the most current version of this Cookie Policy.

Your continued use of this Website will confirm your acceptance of this Cookie Policy as modified, changed, supplemented or updated by us.

If you have questions about this Cookie Policy, please contact us at dataprotection@mogutech.io.

