

Glow – Cookie Policy

Effective date: 2025-11-11

1. Purpose and Scope

This Cookie Policy explains how Glow (“we”, “us”, “our”) uses cookies and similar tracking technologies within our websites, mobile applications and related online services (the “Services”), how you can manage your preferences, and how these technologies relate to your privacy choices under EU/GDPR and German TTDSG rules. This Policy should be read together with our Privacy Policy.

2. What Are Cookies?

Cookies are small text files sent to or accessed from your web browser or device’s memory. A cookie typically contains the domain that placed it, its lifespan, and a unique identifier. Cookies may store information such as language settings, session tokens, or actions taken while using the Services.

We also use related technologies—such as web beacons/pixels, tracking URLs, local storage, and mobile SDKs—that perform similar functions. For simplicity, this Policy refers to all such technologies collectively as “cookies”.

3. Types of Cookies We Use

When you use the Services, some or all of the following cookie types may be set on your device:

3.1 By party

- First-party cookies – placed directly by Glow for functionality, security, and remembering your choices.
- Third-party cookies – placed by our partners/service providers (e.g., analytics, measurement, ads, social features) via our Services.

3.2 By duration

- Session cookies – last only for your browsing session and expire when you close the browser/app.
- Persistent cookies – remain after your session and help us recognize your device on subsequent visits.

3.3 By purpose (high-level categories)

- Essential/Strictly Necessary – required to operate the Services (e.g., login, load balancing, security, payment flows).
- Functional/Preference – remember settings and choices to improve your experience (e.g., language, display, saved preferences).

- Analytics/Performance – help us understand usage and improve the Services (e.g., page views, crash diagnostics, error rates).
- Advertising & Marketing – measure campaigns and, where consented, tailor content and ads to your interests; limit ad frequency.
- Social Networking – enable content sharing, plug-ins, and login with third-party networks; may also be used for ad measurement.

4. Why We Use Cookies (Purposes)

- Provide the Services: authentication, account security, fraud prevention, payment processing, and core functionality.
- Remember your preferences: language, consent choices, saved settings and in-app toggles.
- Measure and improve performance: analytics, diagnostics, A/B testing, crash reporting, and service quality.
- Marketing and measurement (if consented): campaign performance, reach/frequency, and interest-based content within legal limits.
- Safety and moderation: detect spam/abuse patterns, prevent unauthorized access, and maintain platform integrity.

5. Legal Basis and Consent (EU/EEA, UK, CH)

Under the GDPR and Germany's TTDSG, we require your prior consent for non-essential cookies (e.g., analytics, marketing, social). Essential cookies that are strictly necessary to provide a requested service are placed without consent. You can withdraw or change your consent at any time via our consent management tools.

- Consent: required for non-essential cookies (e.g., analytics, marketing/advertising, social plug-ins).
- Strictly necessary: used under TTDSG §25(2) and GDPR legitimate interests/contract performance where applicable.

If you do not provide consent, you can still use the Services, but certain features may be limited or unavailable.

6. How You Can Control Cookies

You have multiple options to manage cookies and similar technologies:

6.1 Glow tools

- Consent banner and preferences center on the web (available at first visit and via footer link).
- In-app controls: Settings → Privacy → Ads/Tracking preferences (where available).

6.2 Browser and device controls

- Browser settings to accept/decline cookies or notify when cookies are set (steps differ by browser).

- Mobile OS settings to reset or limit device identifiers (e.g., advertising ID), and app-level tracking permissions.

6.3 Advertising industry opt-outs

- European opt-out: YourOnlineChoices.eu (EDAA).
- App-level tools: AppChoices (where available).
- Opt-outs reduce interest-based personalization from participating companies; you may still see non-personalized ads.

6.4 Google tools (where used)

- Google Analytics opt-out add-on and Ads Settings pages for controlling ad personalization.
- Google Maps API cookies may be used by map features; management is provided by Google interfaces.

Note: Deleting cookies may reset your preferences, requiring you to set them again.

7. Linking Cookie Data with Other Data

We may link cookie-derived information with other data we hold (e.g., account details, device attributes) to provide and secure the Services, measure performance, and—if consented—personalize your experience in compliance with applicable law.

8. Cookies and SDKs We Commonly Use (Illustrative)

We maintain an up-to-date partner list in our consent preference center. The following categories and examples are illustrative:

- Essential: session/auth cookies, security tokens, bot-mitigation tools, payment flow cookies.
- Analytics: tools that measure visits, engagement, retention, and app performance; crash reporting SDKs.
- Marketing/Ads: campaign measurement, reach/frequency capping, attribution SDKs (only with consent in the EEA/UK/CH).
- Social: plug-ins that enable sharing and sign-in via third-party platforms (only with consent where required).

9. Retention and Lifespans

Cookies have different lifespans depending on their purpose and your settings:

- Session cookies: deleted when you close your browser or app.
- Persistent cookies: retained for a defined period (typically from a few days to 24 months) unless you delete them earlier or withdraw consent.

We retain server-side logs and associated identifiers only as long as necessary for security, operations, analytics, or legal obligations.

10. International Transfers

Where cookie-related data is transferred outside the EEA/UK/CH, we implement appropriate safeguards (e.g., Standard Contractual Clauses, technical and organizational measures) and assess risks in line with applicable law.

11. Changes to This Cookie Policy

We may update this Cookie Policy from time to time. If material changes are made, we will provide a clear notice and update the effective date above. The most current version will govern our use of cookies.

12. Contact Us

If you have questions or requests concerning this Cookie Policy or your preferences, please contact:

Email: privacy@glow.support

Address: Flexbox Kft., 7601 Pécs, Jókai u. 1., Hungary

Annex A – Cookie Categories, Purposes, and Typical Lifespans

The table below summarizes the main categories of cookies we may use, their purposes, and typical lifespans. Exact lifespans and partners can be found in the consent preference center.

Category	Purpose (examples)	Typical lifespan
Essential / Strictly Necessary	Authentication, session management, security, fraud prevention, payments, load balancing.	Session or up to 12 months
Functional / Preference	Language, display settings, saved choices (e.g., cookie consent), UI customization.	Up to 12 months
Analytics / Performance	Traffic metrics, engagement, A/B testing, crash diagnostics, performance monitoring.	Up to 24 months
Advertising & Marketing (consent-based)	Campaign measurement, attribution, frequency capping, interest-based content where allowed.	Up to 24 months

Social Networking
(consent-based)

Social sharing, plug-ins,
third-party login, social
interactions.

Session or up to 12 months

Annex B – Managing Your Preferences

- Web: Use the consent banner at first visit and the footer link “Cookie settings” to review/change choices anytime.
- App: Settings → Privacy → Ads/Tracking to manage ad personalization and tracking preferences (where available).
- Browsers: Refer to your browser’s help pages to clear cookies or block new ones; note that blocking may impair functionality.
- Devices: Reset or limit mobile advertising identifiers via OS settings; control app-level tracking permissions.
- Industry tools: YourOnlineChoices.eu (EDAA) for cross-site ad personalization controls; AppChoices for apps.
- Google tools: Analytics opt-out add-on; Ads personalization controls in Google account settings.

Annex C – Google Technologies (If Enabled)

- Google Analytics: used to measure usage and improve Services. Opt-out browser add-on is available from Google.
- Google Maps API: certain map features rely on Google’s cookies; Google manages related preferences via its own interfaces.

Annex D – Definitions

- “Cookies” – small text files or equivalent technologies (including SDKs, local storage, pixels, tags) used to store or access information on your device.
- “Consent” – a freely given, specific, informed and unambiguous indication of your wishes (GDPR) captured via our consent tools.
- “Essential” – strictly necessary for the Service you request and exempt from prior consent under TTDSG §25(2).
- “Personalization/Ads” – cookies used for audience measurement, attribution, and interest-based content, requiring consent within the EEA/UK/CH.