

## **Cookie Policy**

Last Updated: October 8th 2023

### **1. Introduction**

Welcome to mythriveapp.com, provided by The Thrive Foundation. This Cookie Policy explains how we use cookies and similar technologies when you access or use our app for a happy and healthy lifestyle. By using our app, you consent to the use of cookies as described in this policy.

### **2. What are Cookies?**

Cookies are small text files that are stored on your device when you visit a website or use a mobile app. They contain information about your device, your browsing behavior, and may store login credentials or other preferences. Cookies serve various purposes, including improving user experience and analyzing website/app usage.

### **3. Types of Cookies We Use**

a. Essential Cookies: These cookies are necessary for the basic functionality of our app. They enable you to navigate the app, use essential features, and access secure areas. Without these cookies, the app may not function properly.

b. Analytics Cookies: We use analytics cookies to collect information about how users interact with our app. This helps us improve the app's performance and user experience. The data collected is aggregated and anonymized.

c. Advertising Cookies: We may use advertising cookies to deliver personalized ads to you based on your interests and browsing behavior. These cookies may track your interactions with ads and help measure their effectiveness.

### **4. How We Use Cookies**

We use cookies for the following purposes:

a. To Enhance User Experience: Cookies help us remember your preferences, such as language settings, and make it easier for you to use our app.

b. To Analyze App Usage: Cookies enable us to gather statistics about how users interact with our app. This information helps us optimize our services.

c. To Personalize Content: We may use cookies to deliver personalized content and recommendations based on your usage patterns.

d. To Deliver Targeted Advertising: Advertising cookies may be used to show you relevant ads within our app and on third-party platforms.

### **5. Your Cookie Choices**

You have the option to manage cookies through your device or browser settings. You can typically set your browser to notify you when cookies are being placed or to block cookies altogether. However, please note that blocking cookies may affect the functionality and user experience of our app.

### **6. Third-Party Cookies**

Our app may contain links to third-party websites or services that may use cookies. We do not have control over these third-party cookies. We recommend reviewing the cookie policies of these third parties for more information on their cookie practices.

## **7. Changes to this Cookie Policy**

We may update this Cookie Policy from time to time to reflect changes in our cookie practices. Any updates will be posted on the app. Your continued use of the app after the posting of changes constitutes your acceptance of the revised policy.

## **8. Contact Us**

If you have any questions or concerns about this Cookie Policy, please contact us at [karim@thethrivefoundation.ch](mailto:karim@thethrivefoundation.ch).

Thank you for using mythriveapp.com. We value your privacy and are committed to providing you with a safe and secure experience.