

THE MODERN LIVING

Cookies Policy

We at TML use cookies to ensure you get the best experience when you are using our services. This cookie Policy provides you with clear and comprehensive information about the cookies we use and the purpose for using those cookies on this platform.

Please read the following carefully to understand our policies and practices regarding the use of cookies on the platform. By using or accessing our platform you agree to this cookie policy. This Policy may change from time to time and your continued use of the platform is deemed to be acceptances of such changes, so please check the policy periodically for updates.

1. YOUR CONSENT

You consent to placement of cookies on your browser by us and our third party service provider. Please read our Cookies Policy carefully for details about why we use cookies and the information they collect from and about you.

2. WITHDRAW YOUR CONSENT AT ANY TIME

If you do not wish to accept connections with your use of this platform, you will need to delete and block or disable cookies via your browser setting; see below for more information on how to do this. Please note that disabling cookies will affect the functionality of the platform and may prevent you from being able to access certain features on the platform.

3. WHAT ARE COOKIES?

A cookie is a small file of letters and numbers that may be stored on your browser or the hard drive of your computer when you visit our platform. Cookies contain information about your visits to our platform. A cookie is a small piece of data that a platform asks your browser to store on your computer or mobile device. The cookie allows the platform to “remember” your actions or preferences over time. Most browsers support cookies, but users can set their browser to decline them and can delete them whenever they like.

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4. WHY DO WE USE COOKIES?

Cookies are commonly used by platforms to serve many different functions. We use cookies on our platform to allow us to tailor our platform to your needs and deliver a better and more personalized service. Cookies help us improve the performance of our platform by enabling us to:

- Help us navigate between pages on the platform directly.
- Protect your security
- Remember the information about your preferences and recognize you when you return to our platform.
- Allow us to customize our platform according to your individual interests
- Measure how people are using our services in order to improve our services and browsing experience.
- Personalized Advertising and make the content more relevant to you.
- Speed up your searches
- Make our platform easier to use.
- Generally, give you a better online experience

Cookies are not unsafe or in themselves a threat to your online privacy, as we do not store sensitive information. The cookies used on our Platform never collect anything that personally identifies you, such as your name or address, and we never sell your details to any third parties.

5. HOW ARE COOKIES USED?

The Web server providing the webpage can store cookies on the user's computer or mobile device. An external web server that manages files included or referenced in the webpage is also able to store cookies. All these cookies are called http header cookies. Another way of storing cookies through Java Script code contained or referenced in that page.

Each time the user requests a new page, the web server can receive the values of the cookies it previously set and return the page with content relating to these values.

Similarly, JavaScript code is able to read a cookie belonging to its domain and perform an

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action accordingly.

We use “analytics” Cookies which, in conjunction with our web servers log files, allow us to calculate the aggregate number of people visiting our Platform and which parts of our

platform are most popular. This helps us gather feedback so that we can improve our platform and better serve our users. We do not generally store any personal information that you provide to us in a cookie.

We also use “social media” cookies to personalize your interaction with third party social media platforms such as Twitter and Facebook, where our platform uses such features, such cookies recognize users of these social media sites when you view social media content on our Platform. They also allow you to quickly share content across media, through the use of simple “sharing” buttons.

6. WHAT ARE DIFFERENT TYPES OF COOKIES?

First-Party cookies - these are our own cookies set by our platform, controlled by us and used to provide information about the usage of our platform.

Third-party cookies - these are cookies from any other domain. We use a number of suppliers that also set cookies on your device on our behalf when you visit our Platform to allow them to deliver services they are providing.

7. HOW LONG DO COOKIES STAY ON YOUR COMPUTER?

Cookies that are used on a platform may be either session cookies or persistent cookies.

- Session Cookies are temporary cookies that can remain on your device until you leave the platform.
- Persistent cookies are stored on your hard drive until you delete them or they reach their expiry date. These may for example, be used to remember your preferences when you use the platform and recognize you on your return.

8. WHAT COOKIES DO WE USE?

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STRICTLY NECESSARY COOKIES: Some cookies are essential for the operation of our platform. These cookies are essential in helping you to move around our platform and use the features, such as accessing secure areas of the platform. Which means these cookies

cannot be switched off through the privacy setting link. For Example - these include the cookies that make it possible for you to stay logged into our platform. If for any reason this is turned off on your browser, then these functions and services will not work for you.

PERFORMANCE: Cookies which measure how often you visit our sites and how you use them. We use this information to get a better sense of how our users engage with our journalism and to improve our sites or apps, so that users have a better experience. For example, we collect information about which of our pages are most frequently visited, and by which types of users. We also use third-party cookies to help with performance.

FUNCTIONALITY: Cookies that are used to recognize you and remember your preferences or setting when you return to our site, so that we can provide you with a more personalized experience. For Example, if you are based in the United Kingdom we will remember this and make sure that you receive the UK homepage when you visit our site, rather than the US or India Homepage. A mix of first party and third party cookies are used.

ADVERTISING: Cookies that are used to collect the information about your visit to our site, including the content you have viewed, the links you have followed and information about your browser, device and your IP address.

Contact us - If you have any comments or inquiries about these Cookies Policy, if you would like to update information we have about you, or to exercise your rights, you may contact our Customer Support - support@themodernliving.com