

Cookies Policy

By accessing or using [website](#) (the “Website”) which is operated by or on behalf of Now TV Limited (“we”, “our”, “us”), you consent to the use of cookies in accordance with this Cookies Policy. You will have seen a pop up to this effect on our first visit to the Website.

Cookies are small text files downloaded to your device by any website that you visit to collect and process data about your device or otherwise non-personally identifiable data to facilitate and enhance performance of websites and your browsing experience. For any personal data collected on or via the Website (such as for membership registration), our use of your personal data will be separately governed by our [Privacy Policy](#), and please refer to such policy to understand more about our privacy and data protection practices.

Disabling cookies

The browser setting of your device is usually programmed by default to accept cookies. If you do not agree to the use of cookies, you can easily change this by customizing and amending the settings for your browser to disable cookies at any time. More information about cookies setting is available at <https://allaboutcookies.org/how-to-manage-cookies>. Please note that some of the services and/or functionalities on the Website will not function properly if cookies are disabled.

Cookies

When you visit the Website, our services will only collect data relating to your visits (including but not limited to your device’s location, IP address, browser type, domain name and access time) to manage browsing experience and improve the design of the Website. We may use cookies and other tracking mechanisms described below to track information about your access or use of the Website. We may combine this information with other personal information that we collect from you to better serve you and/or maintain your information across multiple pages within or across one or more sessions.

Cookies are alphanumeric identifiers that we transfer to your computers, mobile phones or other devices through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate the Website and enable a faster log-in process.

We may also engage third parties to track and analyse non-personally identifiable data from the Website. We use the data collected by such third parties to help us administer and improve the performance and quality of the Website and to analyse usage of the same. Such third parties may combine the information that we provide about you with other information that they have collected. You can edit your browser settings to disable cookies but to do so you may not be able to utilize certain functionality of the Website.

We may also collect information regarding your device’s IP address, browser type, domain name and access time to gauge your browsing behaviour and browsing history on the Website, but we will not use such information for user re-targeting. In rare instances, IP addresses may be used to assist in deterring and/or preventing abusive or criminal activity on the Website.

What types of cookies does the Website use?

Strictly Necessary Cookies

These cookies are required for the administration and operation of the Website to facilitate your browsing experience, interactions and activities on the Website. They include, for example, cookies that enable you to log into secured areas of the Website.

Analytical/Performance Cookies

These cookies allow us to count visits and traffic sources, so we can gauge your browsing behaviour and browsing history on the Website, and measure and improve the performance of the Website. They help us know which pages are the most and least popular and see how visitors move around the Website. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies, we will not know when you have visited the Website.

Third Party Cookies

The Website may also use some third-party cookies for functionality or that automatically gathers the relevant tracking information to measure and improve the operation and performance of the Website and your browsing experience (subject to your decision to opt-out, if/where applicable), including but not limited to the ones listed below:

Cookies	For what purpose?
Google Analytics	This tool aids website or app owners in collecting, monitoring, and analyzing user behavior and traffic data to improve digital marketing strategies and enhance website performance and user experience. Please visit here to learn more about Google Analytics. You may opt out of tracking by Google Analytics by visiting https://tools.google.com/dlpage/gaoptout?hl=en .
Meta Pixel (Facebook & Instagram)	To allow us to show you personalised ads. Please visit here to learn more about Meta Pixel.

Functional Cookies

These cookies allow providing enhanced functionality and personalization of the Website. If you do not allow these cookies, some or all of these functionalities of the Website may not function properly. These cookies enable the Website to remember your personal preferences such as log in details to improve the user experience, such as avoiding you having to re-enter these details on each visit to the Website.

Marketing Support Cookies

These cookies identify which other websites/apps directed you to our website/app. This information enables us to deliver personalized marketing tailored to your interests and preferences, so you receive relevant ads while using the services. These cookies also help limit how often you see ads and let us measure ad performance accurately.

Statistics on visitors to the Website

When you visit the Website, we will record your visit only as a “hit”. The webserver makes a record of your visit that includes your device’s IP addresses (and domain names), the types and configurations of browsers, language settings, geo-locations, operating systems, previous sites visited, and time/durations and the pages visited (collectively, “visitor data”). We use these visitor data to maintain and improve the Website, such as to determine the optimal screen resolution, which pages have been most frequently visited. We use such data only for website enhancement and optimization purposes. We do not use, and have no intention to use the visitor data to personally identify or target anyone.

Cookies Policy does not cover third party websites

Please note that this Cookies Policy does not apply to, and we are not responsible for, the privacy practices of any other third-party websites linked to this Website. Please refer to those other privacy policies of the other third-party websites for further details when you access or use those other websites.

Changes to the Cookies Policy

We may update this Cookies Policy from time to time, and we encourage you to review this Cookies Policy from time to time to stay informed of how we are using cookies.

If there is any inconsistency or conflict between the English and Chinese versions of this Cookies Policy, the English version shall prevail.

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