Cookie Policy of Brainy: Mind & Brain Training

To find more information on California consumers and their privacy rights, Users may read the privacy policy.

To find more information on Virginia consumers and their privacy rights, Users may read the privacy policy.

To find more information on Colorado consumers and their privacy rights, Users may read the privacy policy.

To find more information on Connecticut consumers and their privacy rights, Users may read the privacy policy.

To find more information on Utah consumers and their privacy rights, Users may read the privacy policy.

This document informs Users about the technologies that help Brainy: Mind & Brain Training to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with Brainy: Mind & Brain Training.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

Brainy: Mind & Brain Training uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.
The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.
In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers - in the linked privacy policies of the respective third-party providers or by contacting the Owner.

How Brainy: Mind & Brain Training uses Trackers

Necessary

Brainy: Mind & Brain Training uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

Trackers managed by third parties

Bugsnag (Bugsnag Inc.)

Bugsnag is a monitoring service provided by Bugsnag Inc.

Personal Data processed: app information, device information, email address, geographic position, screenshots, Tracker, Usage Data and username.

Place of processing: United States – Privacy Policy.

Instapage (Instapage, Inc.)

Instapage is a landing page management service provided by Instapage, Inc., that allows Brainy: Mind & Brain Training to collect the email addresses of Users interested in its service.
Instapage allows the Owner to track and analyse the User response concerning web traffic or behaviour regarding changes to the structure, text or any other component of the created landing pages.

Personal Data processed: email address, Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

RevenueCat (RevenueCat, Inc.)

RevenueCat is a payment service provided by RevenueCat, Inc. The service allows the Owner to monitor and analyse the User and their purchase history and can be used to keep track of User behaviour.

Personal Data processed: Application opens, device information, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), Usage Data and User ID.

Place of processing: United States – Privacy Policy – Opt Out.

Functionality

Brainy: Mind & Brain Training uses Trackers to enable basic interactions and functionalities, allowing Users to access selected features of the Service and facilitating the User's communication with the Owner.

Trackers managed by third parties

Facebook Authentication

Facebook Authentication is a registration and authentication service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, and is connected to the Facebook social network.

Personal Data processed: Trackers and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – Privacy Policy; Ireland – Privacy Policy.

Storage duration:

- _fbp: 3 months
- fbssls_*: duration of the session

Experience

Brainy: Mind & Brain Training uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

Trackers managed by third parties

Twitter Tweet button and social widgets (X Corp.)

The Twitter Tweet button and social widgets are services allowing interaction with the Twitter social network provided by Twitter, Inc.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- personalization_id: 2 years

Facebook Like button and social widgets (Facebook, Inc.)

The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Facebook, Inc.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- _fbp: 3 months

Facebook Comments (Facebook, Inc.)

Facebook Comments is a content commenting service provided by Facebook, Inc. enabling the User to leave comments and share them on the Facebook platform.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Google Site Search with AdSense (Google LLC)

Google Site Search is a search engine embedding service provided by Google LLC that allows Brainy: Mind & Brain Training to incorporate content of this kind on its pages.

Google Site Search may display AdSense advertisements. For details of which data are collected, please refer to the privacy policy of this service.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

- google_auto_fc_cmp_setting: indefinite

Instagram widget (Facebook, Inc.)

Instagram is an image visualisation service provided by Facebook, Inc. that allows Brainy: Mind & Brain Training to incorporate content of this kind on its pages.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Measurement

Brainy: Mind & Brain Training uses Trackers to measure traffic and analyze User behavior to improve the Service.

Trackers managed by third parties

Google Analytics (Universal Analytics) (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC ("Google"). Google utilises the Data collected to track and examine the use of Brainy: Mind & Brain Training, to prepare reports on its activities and share them with other Google services.
Google may use the Data collected to contextualise and personalise the ads of its own advertising network.

In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

- AMP_TOKEN: 1 hour
- _ga: 2 years
- _gac*: 3 months
- _gat: 1 minute
- _gid: 1 day

MixPanel (MixPanel)

MixPanel is an analytics service provided by Mixpanel Inc.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Appsflyer (AppsFlyer Ltd)

Appsflyer is an analytics service provided by AppsFlyer Ltd.

Personal Data processed: Trackers and Usage Data.

Place of processing: Israel – Privacy Policy – Opt Out.

https://adapty.io

A tool used for marketing and product development.

Meta Events Manager (Meta Platforms Ireland Limited)

Meta Events Manager is an analytics service provided by Meta Platforms Ireland Limited. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on Brainy: Mind & Brain Training.

Personal Data processed: Trackers and Usage Data.

Place of processing: Ireland – Privacy Policy.

Storage duration:

- _fbp: 3 months

Beta by Crashlytics (Google LLC)

Beta by Crashlytics is a beta testing service provided by Google LLC.

Personal Data processed: app information, country, device information, device logs, email address, first name, Tracker, Usage Data and username.

Place of processing: United States – Privacy Policy.

TestFlight (Apple Inc.)

TestFlight is a beta testing service provided by Apple Inc.

Personal Data processed: app information, country, Data communicated while using the service, device information, device logs, email address, first name, last name, Tracker, Usage Data and username.

Place of processing: United States – Privacy Policy.

Marketing

Brainy: Mind & Brain Training uses Trackers to deliver ads or marketing content, and to measure their performance.

Trackers managed by third parties

Google Ad Manager (Google LLC)

Google Ad Manager is an advertising service provided by Google LLC that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with. In order to opt out from being tracked by various advertising networks, Users may make use of Youronlinechoices. In order to understand Google's use of data, consult Google's partner policy.
This service uses the “DoubleClick” Cookie, which tracks use of Brainy: Mind & Brain Training and User behaviour concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: Google Ad Settings.

Personal Data processed: Tracker and Usage Data.

Place of processing: United States – Privacy Policy.

Storage duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months

- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

Clever Advertising (Clever Advertising, Lda.)

Clever Advertising is an advertising service provided by Clever Advertising, Lda.

Personal Data processed: Trackers and Usage Data.

Place of processing: Portugal – Privacy Policy – Opt out.

AdClear (AdClear GmbH)

AdClear is an advertising service provided by AdClear GmbH.

Personal Data processed: Trackers and Usage Data.

Place of processing: Germany – Privacy Policy – Opt out.

Unity Ads (Unity Technologies ApS)

Unity Ads is an advertising service provided by Unity Technologies ApS.

Personal Data processed: Trackers and Usage Data.

Place of processing: Denmark – Privacy Policy.

AdUnity (AdUnity Ltd)

AdUnity is an advertising service provided by AdUnity Ltd.

Personal Data processed: Trackers and Usage Data.

Place of processing: United Kingdom – Privacy Policy.

AdMob (Google LLC)

AdMob is an advertising service provided by Google LLC.
In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Storage duration:

- Conversion: 3 months
- DSID: 14 days
- FCNEC: 1 year
- FLC: 10 seconds
- FPAU: 3 months
- FPGCLAW: 3 months
- FPGCLDC: 3 months
- FPGCLGB: 3 months
- GCL_AW_P: 3 months
- GED_PLAYLIST_ACTIVITY: duration of the session
- IDE: 2 years
- NID: 6 months
- RUL: 1 year
- __gads: 2 years
- __gpi: 2 years
- __gpi_optout: 2 years
- __gsas: 2 years
- _gac_: 3 months
- _gac_gb_: 3 months
- _gcl_ag: 3 months
- _gcl_au: 3 months
- _gcl_aw: 3 months
- _gcl_dc: 3 months
- _gcl_gb: 3 months
- _gcl_gf: 3 months
- _gcl_gs: 3 months
- _gcl_ha: 3 months
- ar_debug: 3 months
- id: 2 years
- receive-cookie-deprecation: 6 months
- test_cookie: 15 minutes

AppLovin (AppLovin Corporation)

AppLovin is an advertising service provided by AppLovin Corporation.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt out.

Vungle (Vungle, Inc.)

Vungle is an advertising service provided by Vungle, Inc.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

InMobi (InMobi Pte Ltd)

InMobi is an advertising service provided by InMobi Pte Ltd.

Personal Data processed: Trackers and Usage Data.

Place of processing: India – Privacy Policy – Opt out.

Storage duration: indefinite

Facebook Lookalike Audience

Facebook Lookalike Audience is an advertising and behavioural targeting service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that uses Data collected through Facebook Custom Audience in order to display ads to Users with similar behaviour to Users who are already in a Custom Audience list on the base of their past use of Brainy: Mind & Brain Training or engagement with relevant content across the

Facebook apps and services.
On the base of these Data, personalised ads will be shown to Users suggested by Facebook Lookalike Audience.

Users can opt out of Facebook's use of Trackers for ads personalisation by visiting this opt-out page.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out; Ireland – Privacy Policy – Opt Out.

Storage duration:

- _fbp: 3 months

AdColony (AdColony, Inc.)

AdColony is an advertising service provided by AdColony, Inc.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy.

ironSource (ironSource Ltd.)

ironSource is an advertising service provided by ironSource Ltd.

Personal Data processed: Trackers and Usage Data.

Place of processing: Israel – Privacy Policy.

Yandex (YANDEX, LLC)

Yandex is an advertising service provided by YANDEX, LLC.

Personal Data processed: Trackers and Usage Data.

Place of processing: Russian Federation – Privacy Policy.

Mintegral (Mintegral international limited)

Mintegral is an advertising service provided by Mintegral international limited.

Personal Data processed: Trackers and Usage Data.

Place of processing: China – Privacy Policy – Opt out.

Storage duration: indefinite

Pangle (BYTEDANCE PTE. LTD.)

Pangle is an advertising service provided by BYTEDANCE PTE. LTD.

Personal Data processed: Trackers and Usage Data.

Place of processing: Singapore – Privacy Policy – Opt out.

Storage duration:

- id*: indefinite

Tapjoy (Tapjoy, Inc.)

Tapjoy is an advertising service provided by Tapjoy, Inc.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt out.

Meta ads conversion tracking (Meta pixel)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Meta Audience Network with actions performed on Brainy: Mind & Brain Training. The Meta pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Meta Audience Network.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt out; Ireland – Privacy Policy – Opt out.

Storage duration:

- _fbp: 3 months
- fr: 3 months

Effiliation (Effiliation SAS)

Effiliation is a commercial affiliation service provided by Effiliation SAS.

Personal Data processed: Tracker and Usage Data.

Place of processing: France – Privacy Policy.

Facebook Custom Audience

Facebook Custom Audience is a remarketing and behavioural targeting service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects the activity of Brainy: Mind & Brain Training with the Facebook advertising network.

Users can opt out of Facebook's use of Trackers for ads personalisation by visiting this opt-out page.

Personal Data processed: email address and Trackers.

Place of processing: United States – Privacy Policy – Opt Out; Ireland – Privacy Policy – Opt Out.

Storage duration:

- _fbp: 3 months

Activities that do not fit the above categorizations

Frrepick

https://www.freepik.com

How to manage preferences and provide or withdraw consent on Brainy: Mind & Brain Training

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on Brainy: Mind & Brain Training.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

How to control or delete Cookies and similar technologies via your device settings

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- Google Chrome
- Mozilla Firefox
- Apple Safari

- Microsoft Internet Explorer
- Microsoft Edge
- Brave
- Opera

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by YourOnlineChoices (EU), the Network Advertising Initiative (US) and the Digital Advertising Alliance (US), DAAC (Canada), DDAI (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called AppChoices that helps Users to control interest-based advertising on mobile apps.

Consequences of denying consent

Users are free to decide whether or not to grant consent. However, please note that Trackers help Brainy: Mind & Brain Training to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

Owner and Data Controller

GRANGRAN LTD - Bulgaria, Sofia, Knyaz Boris I street, house 148, 1 floor

Owner contact email: hello@haby.academy

Since the use of third-party Trackers through Brainy: Mind & Brain Training cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by Brainy: Mind & Brain Training.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

Information collected automatically through Brainy: Mind & Brain Training (or third-party services employed in Brainy: Mind & Brain Training), which can include: the IP addresses or domain names of the computers utilised by the Users who use Brainy: Mind & Brain Training, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilised by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using Brainy: Mind & Brain Training who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of Brainy: Mind & Brain Training. The Data Controller, unless otherwise specified, is the Owner of Brainy: Mind & Brain Training.

Brainy: Mind & Brain Training (or this Application)

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by Brainy: Mind & Brain Training as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User’s device.

Legal information

This privacy statement has been prepared based on provisions of multiple legislations.

This privacy policy relates solely to Brainy: Mind & Brain Training, if not stated otherwise within this document.

Latest update: 8 March 2024