

Cookie Policy

Last Updated: July 3, 2026

Welcome to Krizu Studios. We develop mobile apps and games for Android using Java, C++, and Python. To support our business, communicate with our community, and market our games, we maintain a web presence. This Cookie Policy explains how and why we use cookies and similar tracking technologies when you interact with our online services.

At a Glance

- **What cookies do we use?** We use small text files and local storage technologies to help our website function and to track the effectiveness of our marketing campaigns.
 - **Why do we use cookies?** We use them to keep your session secure, ensure our site works properly, and understand how users interact with our ads on platforms like Google, Meta, X, and TikTok.
 - **What types of cookies do we use?** We use essential cookies (which are strictly necessary for the site to work) and marketing cookies (which help us deliver relevant ads for our apps and games).
 - **How can you control cookie preferences?** You can opt out of non-essential cookies using our website's cookie banner, through your browser settings, or by using Global Privacy Control (GPC) signals.
 - **Do third parties use cookies on our site?** Yes, we partner with third-party advertising and social media platforms that place cookies on our site to track ad performance and user engagement.
-

1. What Are Cookies and Similar Technologies

Cookies are small text files that are downloaded to your browser or device when you visit a website. They allow the website to recognize your device and store some information about your preferences or past actions.

In addition to traditional cookies, Krizu Studios uses similar technologies to achieve the same goals:

- **localStorage and sessionStorage:** These are web storage technologies that allow us to store data directly in your browser. Unlike cookies, this data isn't automatically sent to the server with every request, making it more efficient for storing temporary session data or interface preferences.
- **Tracking Pixels:** These are tiny, invisible image files embedded on our site. When the page loads, the pixel loads as well, allowing us and our advertising partners to record that you visited the page or took a specific action.

- **Responsive Images:** While primarily used to serve the correct image size based on your device screen, the way your browser requests these images can sometimes be used to understand basic device capabilities.

We use these technologies to ensure our web presence operates securely, to remember your choices, and to measure the success of our mobile app marketing campaigns.

2. How We Use Cookies

We categorize the cookies we use based on their purpose. Below is a detailed breakdown of the specific cookies you may encounter while using our services.

2.1 Strictly Necessary / Essential Cookies

These cookies are required for our website to function properly. They handle core tasks like maintaining your session, ensuring security, and remembering your privacy choices. Because our site cannot function without them, they are always active. Our legal basis for using these cookies is our legitimate interest in operating a secure and functional website, as well as contractual necessity.

Cookie Name	Provider	Purpose	Duration
serversessionid	First-party	Maintains your active session state across page loads	Session
unique_id	First-party	Assigns a unique identifier to your session for security and routing	Session
uniqueiddurable	First-party	Supports the unique identifier for essential site stability	Session
twitch.lohp.countryCode	First-party	Determines geographic region for essential content delivery	Session

2.2 Functional Cookies

Functional cookies allow a website to remember choices you make (like your username, language, or region) and provide enhanced, more personal features.

We do not currently use functional cookies.

2.3 Analytics & Performance Cookies

Analytics cookies help website owners understand how visitors interact with websites by collecting and reporting information anonymously.

We do not currently use dedicated analytics cookies. (Our performance tracking is tied directly to our marketing and advertising efforts, detailed below).

2.4 Marketing & Advertising Cookies

We use marketing cookies to track the performance of our advertising campaigns for our Android apps and games. These cookies are placed by our third-party advertising partners (such as Google, Meta, TikTok, and X) to build a profile of your interests, show you relevant ads on other sites, and tell us if you clicked on one of our ads. Because these are non-essential, they require your consent, and you can opt out at any time.

Cookie Name	Provider	Purpose	Duration
<i>gclau</i>	Google Ads	Tracks conversions and ad performance	90 days
<i>gclaw</i>	Google Ads	Stores ad click information to link actions to campaigns	90 days
<i>*gac**</i>	Google Ads	Stores campaign data to measure ad effectiveness	90 days
IDE	Google Ads	Used for conversion tracking and targeted advertising	1 year

_ttp	TikTok	Tracks visitor activity to measure ad performance	13 months
muc_ads	X (Twitter)	Used for ad targeting and measuring campaign success	2 years
personalization_id	X (Twitter)	Used to personalize ads based on user behavior	2 years
_fbp	Meta / Facebook	Tracks ad delivery and user engagement	3 months
_fbc	Meta / Facebook	Stores the last click from a Facebook ad	2 years
fr	Meta / Facebook	Delivers, measures, and improves ad relevance	3 months

3. Third-Party Cookies & Services

We rely on several trusted third-party services to help us market our games and share content. These providers may set their own cookies on your device when you visit our site.

Google Ads

We use Google Ads to promote our mobile apps. Google sets cookies to track which ads you click and whether those clicks lead to app downloads or other conversions.

- **Privacy Policy:** <https://policies.google.com/privacy>
- **Opt-out:** <https://adssettings.google.com/>

TikTok Pixel

We use the TikTok Pixel to understand how users interact with our site after viewing our content or ads on TikTok.

- **Privacy Policy:** <https://www.tiktok.com/legal/page/global/privacy-policy/en>

X (Twitter) Pixel

We use X's tracking pixel to measure the success of our promotional campaigns on their platform and to deliver targeted ads to interested gamers.

- **Privacy Policy:** <https://twitter.com/en/privacy>

Meta / Facebook Pixel

The Meta Pixel helps us track conversions from Facebook ads, optimize our ads, and build targeted audiences for future campaigns.

- **Privacy Policy:** <https://www.facebook.com/privacy/policy/>
- **Opt-out:** <https://www.facebook.com/help/568137493302217>

YouTube Embeds

We frequently embed videos of our game trailers and app demonstrations using YouTube. When you play an embedded video, YouTube may collect data about your viewing activity. While we do not have direct access to the specific cookies YouTube sets, they generally use this data to track video statistics, maintain security, and personalize your YouTube experience.

4. Do Not Track & Global Privacy Control

We respect your right to privacy and actively monitor for automated privacy signals sent by your browser.

- **Global Privacy Control (GPC):** We honor GPC signals. If your browser broadcasts a GPC signal, we treat this as a valid request to opt out of the sale/sharing of your personal information and will automatically disable all marketing and advertising cookies. Honoring GPC is a legal requirement for residents of California, Colorado, Connecticut, Montana, and Texas, but we apply this standard for all users.
- **Do Not Track (DNT):** We honor DNT signals. If you have enabled DNT in your browser settings, we will detect this signal and will not load marketing or tracking cookies during your visit.

5. Your Cookie Choices

You have full control over the non-essential cookies used on our site.

Our Consent Mechanism

When you first visit our site, marketing cookies are loaded by default. However, we provide an opt-out notice banner that allows you to easily decline these non-essential cookies. If you choose to opt out, we will immediately stop using marketing cookies for your session.

Browser Settings

You can also control or delete cookies directly through your web browser. If you choose to block all cookies (including essential ones), please note that some parts of our website may not function correctly, and your session may not remain secure.

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Apple Safari](#)
- [Microsoft Edge](#)

Industry Opt-Out Tools

You can opt out of many third-party ad networks simultaneously using the following industry tools:

- Google Analytics Opt-out: <https://tools.google.com/dlpage/gaoptout>
- Network Advertising Initiative (NAI): <https://www.networkadvertising.org/choices/>
- Digital Advertising Alliance (DAA): <https://www.aboutads.info/choices/>
- European Interactive Digital Advertising Alliance (EDAA): <https://www.youronlinechoices.eu/>

6. Cookie Duration & Data Retention

Cookies remain on your device for different periods depending on their type:

- **Session Cookies:** These are temporary and are erased the moment you close your web browser. We use these primarily for essential functions (like `serversessionid`).
- **Persistent Cookies:** These remain on your device until they reach their expiration date or you manually delete them. For example, our X (Twitter) advertising cookies remain for up to 2 years.

Data collected via these cookies is retained only as long as necessary to fulfill the purpose for which it was collected. For marketing data, this is typically tied to the lifespan of the cookie itself. Once a cookie expires,

the associated tracking data is no longer actively linked to your device by Krizu Studios. You can clear existing cookies from your device at any time using your browser's history or privacy settings.

7. International Data Transfers

Krizu Studios is based in the United States, and the third-party service providers we use (such as Google, Meta, X, and TikTok) process data primarily in the United States.

If you are accessing our services from outside the US (such as the European Economic Area or the UK), please be aware that cookie data will be transferred to, stored, and processed in the US. To ensure your data is protected during these transfers, our third-party partners rely on legally recognized safeguards, including Standard Contractual Clauses (SCCs) and relevant adequacy decisions, to ensure compliance with international data protection laws like the GDPR.

8. Changes to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in our app development business, the tracking technologies we use, or legal requirements.

If we make material changes—such as adding a new category of cookies or partnering with a new advertising network—we will notify you by updating the "Last Updated" date at the top of this policy. If we introduce new non-essential cookies, we will trigger our cookie banner to appear again so you can re-consent or opt out based on the updated information.

9. Contact Us

If you have any questions about this Cookie Policy, how we handle tracking technologies, or your privacy rights, please reach out to us:

Krizu Studios

- **Email:** endurco@outlook.com
- **Website:** krizu.xyz