

# Cookie Policy

**Last updated:** May 12, 2026

This Service is provided by **Lumira Prime XP LLC**, located at **1603 Capitol Ave Ste, 511B, Cheyenne, WY (82001) USA**.

**EIN / Entity Filing Number:** 42-2395092.

## Use of Cookies in Our Streaming Service

We implement cookies and similar tracking technologies (collectively, "Cookies") to optimize your experience, ensure security, and personalize content. This policy explains exactly what trackers are active on our platform and how you can manage them.

**Notice at Collection:** This disclosure is provided pursuant to the California Consumer Privacy Act (CCPA/CPRA) and other applicable U.S. state laws. For more information on how we process your personal data, please see our [Privacy Policy](#).

## Global Privacy Control (GPC)

We honor **Global Privacy Control (GPC)** signals. If you have enabled GPC in your browser, our Service will automatically interpret this as a valid request to opt-out of "sharing" your information for cross-context behavioral advertising.

## Inventory of Cookies and Functions

### 1. Essential and Technical Cookies

*Strictly necessary for core functionality and security. They cannot be disabled.*

- **PHPSESSID:** (First-party) Maintains user session and security state. Found in LP and Private Zone.
- **cf\_clearance:** (Cloudflare) Distinguishes between humans and bots to prevent DDoS

attacks.

- **CookieConsent:** Stores your privacy and tracking preferences.

## 2. Preference and Functional Cookies

*Allow us to remember your choices to personalize your experience.*

- **device\_view:** Remembers your preferred mobile or desktop display version.
- **filter:** (Private Zone) Persists your content library filtering preferences. Duration: 7 days.
- **welcomeback:** (Private Zone) Recognizes returning users to customize the interface. Duration: 7 days.

## 3. Tracking and Analytics Cookies

*Help us understand user behavior to improve the Service performance.*

- **\_ga, \_ga\_B3P8PM0DXN:** (Google Analytics) Monitors site performance and navigation patterns anonymously.
- **\_clck, \_clsk:** (Microsoft Clarity) Captures interaction data like heatmaps to improve UI design.
- **ph\_phc\_...:** (PostHog) Real-time event tracking to monitor service functionality and errors.
- **google\_customer\_id:** Internal identifier used to correlate marketing sources with user accounts.
- **\_gcl\_a:** (Google Ads) Measures conversion and advertising effectiveness.

## 4. Advertising and Marketing Cookies

*Used by third-party partners to build interest profiles and display relevant ads.*

- **\_\_Secure-1PSID, \_\_Secure-3PSID:** (Google) Used for ad personalization across Google services.
- **IDE:** (DoubleClick) Registers and reports the user's actions after viewing or clicking an ad.

## Your Rights and Cookie Management

Under CCPA/CPRA, you have the right to opt-out of the "sharing" of your personal data for targeted advertising. You can exercise this right through:

- **Consent Banner:** Adjust settings through our on-site Preference Center.
- **Browser Settings:** Configure your browser to reject third-party cookies.
- **GPC Signal:** Use a browser that transmits Global Privacy Control.
- **Direct Request:** Contact our support team at [info@brcontents.com](mailto:info@brcontents.com).

## Governing Law

This Cookie Policy is governed by the laws of the **State of Wyoming, United States**. Any disputes shall be resolved in accordance with the arbitration provisions set forth in our [Terms and Conditions](#).

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