# Cookie Policy

**Last updated:** 30/9/2026

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, pixel tags, web beacons, local storage (HTML5), and similar tracking technologies (collectively, "Cookies") across our web-based streaming platform. These technologies are deployed to authenticate sessions, secure transactions, facilitate subscription billing, prevent payment fraud, ensure platform integrity, optimize streaming performance, and personalize content. This policy sets forth the exact inventory of tracking technologies deployed and the specific mechanisms available to manage them.

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**Notice at Collection:** This disclosure is provided pursuant to the California Consumer Privacy Act, as amended by the California Privacy Rights Act (CCPA/CPRA), and applicable comprehensive U.S. state privacy laws. We do not sell personal data for monetary consideration; however, our use of third-party advertising cookies may constitute "sharing" or processing for targeted advertising under applicable law. For complete information regarding our data processing and billing security practices, consult our Privacy Policy.

## Global Privacy Control (GPC)

We honor **Global Privacy Control (GPC)** signals. When our platform detects a valid, verified GPC signal emitted by your browser, our Service automatically processes this signal as an operative opt-out of the "sharing" of personal information and targeted advertising for that specific browser and device.

Because GPC signals are browser-specific, your opt-out status is tied strictly to the browser session in which the signal is detected. If you access the Service across multiple devices or clear your browser storage, you must ensure the GPC signal is active on each respective browser. Note that our systems do not alter core subscription functionality in response to legacy, non-standardized "Do Not Track" (DNT) header signals due to the absence of a universal regulatory consensus.

# Inventory of Cookies and Functions

## 1. Essential and Technical Cookies

*Strictly necessary for the operation, continuous security, streaming delivery, subscription management, and transaction execution of the Service. They cannot be disabled, and access to paid subscription areas is contingent upon their continuous operation.*

- **PHPSESSID:** (First-party) Maintains core user authentication, streaming session state, and security validation between client and server. Lifespan: Session-based (expires upon browser termination).
- **cf_clearance:** (Cloudflare) Distinguishes legitimate human network traffic from automated bots, prevents DDoS attacks, and enforces rate-limiting security. Lifespan: Up to 1 year.
- **CookieConsent:** (First-party) Stores the user's explicit cookie categories and privacy preference state. Lifespan: 12 months.
- **Payment & Antifraud Trackers:** (First-party & Authorized Payment Processors) Dynamic session identifiers, device fingerprinting tokens, and security parameters deployed to authenticate credit card processing, Apple Pay Web, and Google Pay API sessions. These are strictly necessary to combat transaction fraud and satisfy mandatory 3D Secure / Strong Customer Authentication (SCA) regulatory protocols regardless of the specific payment gateway active at checkout. Lifespan: Session to 180 days.

## 2. Preference and Functional Cookies

*Allow the Service to persist your interface selections, playback configurations, and personalized navigation parameters.*

- **device_view:** (First-party) Remembers your preferred viewport configuration (mobile, tablet, or desktop display optimization). Lifespan: 30 days.
- **filter:** (Private Zone) Persists user content library sorting criteria, category selections, and streaming search parameters. Duration: 7 days.
- **welcomeback:** (Private Zone) Recognizes authenticated returning subscribers to streamline portal navigation and maintain UI state. Duration: 7 days.

## 3. Tracking and Analytics Cookies

*Capture operational metrics and telemetry to evaluate platform stability, network throughput, and navigation behavior. None of these identifiers transmit raw unencrypted payment data or correlate video consumption records with third parties outside authorized platform operational bounds.*

- **_ga, _ga_B3P8PM0DXN:** (Google Analytics) Measures aggregate site performance, navigation pathways, streaming latency, and session duration on a pseudonymous basis. Lifespan: Up to 2 years.

- **_clck, _clsk:** (Microsoft Clarity) Captures telemetry interaction data, including navigation pathways and UI scroll behavior, to detect platform errors and enhance streaming UI design. Lifespan: Up to 1 year (_clck) / 24 hours (_clsk).
- **ph_phc_...:** (PostHog) Real-time platform event telemetry to monitor streaming service functionality, playback errors, and server response times. Lifespan: Up to 1 year.
- **google_customer_id:** Internal pseudonymous numeric identifier utilized solely to map marketing acquisition source channels to account subscription events without exposing sensitive personal records. Lifespan: 90 days.
- **_gcl_au:** (Google Ads) First-party conversion measurement tracker deployed to quantify the efficiency of promotional subscription acquisition campaigns. Lifespan: 90 days.

### 4. Advertising and Marketing Cookies

*Deployed by authorized third-party marketing networks to profile cross-context behavioral interactions and deliver targeted promotional materials.*

- **__Secure-1PSID, __Secure-3PSID:** (Google) Securely stores targeting preferences and user interaction data across Google services to deliver relevant subscription advertising. Lifespan: Up to 2 years.
- **IDE:** (DoubleClick / Google) Registers and reports the actions of a user after viewing or clicking a targeted advertisement to measure ad conversion efficiency. Lifespan: Up to 13 months.

## Your Rights and Cookie Management

Pursuant to the CCPA/CPRA and applicable state privacy statutes, you possess the right to direct us not to "share" your personal data for cross-context behavioral advertising. You may control and enforce your preferences through any of the following avenues:

- **Consent Banner & Preference Center:** Adjust or revoke your marketing and analytics selections at any time through our interactive on-site Preference Center.
- **Browser Configurations:** Set your web browser to block, filter, or notify you of third-party cookies. Disabling technical or essential cookies will compromise subscription validation, access to the paid streaming catalog, and payment processing functions (including Apple Pay and Google Pay checkouts). We are not responsible for service interruptions caused by your local browser restrictions.
- **GPC Signal:** Utilize a supported browser transmitting an active Global Privacy Control signal.
- **Industry Opt-Out Portals:** Elect out of network advertising participation via the Network Advertising Initiative (NAI Opt-Out) or the Digital Advertising Alliance (DAA YourAdChoices).
- **Direct Request:** Submit a verified opt-out request to our compliance department at

**info@brcontents.com**. Requests submitted by email are subject to identity verification to confirm subscriber authenticity and prevent unauthorized account interference.

## Governing Law

This Cookie Policy, its interpretation, and all disputes arising out of or related to tracking technologies, web beacons, session identifiers, or data processing activities on this platform shall be governed by and construed in accordance with the laws of the **State of Wyoming, United States**, without giving effect to any choice of law principles.

Any dispute, claim, or controversy arising out of or relating to this Policy—including statutory claims under federal or state wiretapping statutes, video privacy acts, or privacy regulations—shall be resolved strictly through binding, individual bilateral arbitration and subject to the comprehensive Class Action Waiver set forth in our Terms and Conditions.

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