

## **COOKIE NOTICE**

**Last Updated: April 19, 2023**

Ludo Game Hero is an Application/Brand owned by the Organizers (“Us”, “We” and “Our”). We have adopted an online Cookie Notice (“Cookie Notice” or “Notice”) which describes what are cookies, the different types of cookies and what we use cookies for when you visit and use Our products, services and online sites in connection with Ludo Game Hero (collectively, “Services” or “Platform”).

### **What are Cookies?**

Cookies are small text files that enable us to uniquely identify your browser for various purposes. It is sent to your browser and stored on your device. When you visit our Platform, we may collect information from you automatically through cookies and other tracking technologies.

### **What do we use Cookies for?**

Like many websites and apps, we use cookies to provide, secure and improve our service, including to recognise that a device is the same as one used previously and to understand some of its characteristics so we can improve your experience.

### **What types of Cookies are there?**

1. **First-party cookies**  
First-party cookies are set and managed by us. They are used to remember your preferences and to enhance your experience on the platform.
2. **Third-party cookies**  
Third-party cookies are set and managed by our partners and service providers. They can be used to measure the number of users on our Platform.
3. **Session cookies**  
Session cookies are a temporary cookie stored on your device during a browsing session. They enable certain Platform functions and help you use our website more efficiently. Session cookies only last until you close your browser.
4. **Persistent cookies**  
Persistent cookies are primarily used to help you sign in quickly to our Platform again and for analytical purposes. Persistent cookies remain on your device for a longer time and are not automatically deleted when you close your browser.

### **Based on functionality, cookies are classified accordingly:**

1. **Necessary cookies**  
These cookies are essential for the Platform to function properly and are required for basic features like page navigation, access to secure areas and login authentication.
2. **Analytics cookies**  
These cookies help us understand your interactions on the Platform where we analyse user behaviour to improve the Platform and user experience.
3. **Marketing cookies**  
These cookies record your visits to our platform, the pages you have visited and the links you have followed. These cookies are often set by advertising networks to understand your interest and preferences.
4. **Preference cookies**  
These cookies enable the Platform to remember information that changes the way the Platform behaves or looks. This may include language preference, font size and display settings.

By using our Services, you consent to the use of these cookies. If you do not wish to accept any cookies or certain types of cookies, please note that you might not be able to use all of the features and functionalities we offer. You may not be able to store your preference and some of our pages might not get displayed properly.

### **Changes to Cookie Notice**

We reserve the right to modify this Notice, so you are advised to periodically check if any modifications have been made. If we make any material change to this Notice, we will notify you by posting the change on our website [ludogamehero.myarena.gg](http://ludogamehero.myarena.gg) or in this Notice. Your continued use of our services will signify your acceptance of these modifications.

**Contact Us**

Please contact us with any questions and comments you have about this Notice at 502, 5th Floor Menara Mutiara Majestic, Jln. Othman, 46000 Petaling Jaya, Selangor, Malaysia or by email to [ludogamehero.support@myleet.com](mailto:ludogamehero.support@myleet.com)