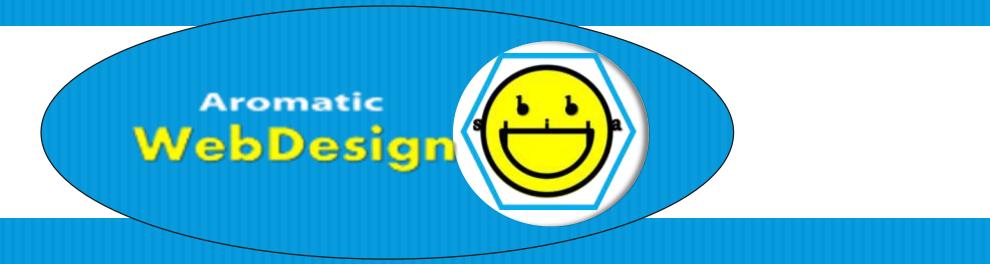
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- i. What information we collect and why we collect it.
- ii. How we use that information.
- iii. The choices we offer, including how to access and update information.

We've tried to keep it as simple as possible, but if you're not familiar with terms like cookies, IP addresses, pixel tags and browsers, then read about these key terms first. Your privacy matters to us so whether you are new to books4u or a longtime user, please do take the time to get to know our practices, and if you have any questions contact us.

INFORMATION WE COLLECT

We collect information to provide better services to all of our users. We collect information in the following ways:

Information you give us. For example, we'll ask for personal information, like your name, email address, mobile number or Department of College to store in our database. Information we get from your use of our services. We collect information about the services that you use and how you use them, like when you read a page or, visit a website that uses our advertising services, or view and interact with our ads and content. This information includes:

We collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). We may associate your device identifiers to give you responsive display.

LOG INFORMATION.

When you use our services or view content provided by us, we automatically collect and store certain information in server logs. This includes:

- 1. Details of how you used our service.
- 2. Internet protocol address.
- 4. Cookies that may uniquely identify your browser.

INFORMATION SECURITY

We work hard to protect books4u and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems. We restrict access to personal information to books4u employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

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That's all folks!

