

DAWNBLOOM Cookie & Similar Technologies Policy

Cookies & Similar Technologies Policy · Official Version

Version: V7

Effective date: October 9, 2026

Updated: October 9, 2026

Applicability: dawnbloom.net, official subdomains, DAWNBLOOM Community, and related web services

Current Design Principles:

DAWNBLOOM currently does not integrate third-party marketing tracking tools such as Google Analytics or Meta Pixel. User information will not be sold, and will not be shared with cross-site or cross-context behavioral advertising platforms. No advertising targeting cookies will be set. This policy therefore limits cookie and similar technologies to those essential for account management, forum usage, in-store functions, language preferences, and security protection.

One-Pager Summary: How We Use Cookies

- We use first-party browser storage to maintain sign-in and community sessions, protect requests, remember your chosen website language and mini-game settings. Store transaction states are not currently enabled.
- We currently do not use advertising tracking Cookies, do not serve cross-site behavioral advertising, and do not deploy Google Analytics or Meta Pixel.
- Cloudflare, serving as the DNS/CDN/safety service provider, may set necessary security Cookies when enabling features such as security challenges, Bot Fight, and rate limiting, based on actual configuration.
- You may clear or block cookies in your browser. Blocking items needed for login and security may prevent sign-in, end a community session, or repeat a security challenge.
- In the future, if we introduce non-essential analytics, advertising, or other tracking technologies, we will first update this policy and, where required by applicable law, provide users with mechanisms to consent, opt out, or withdraw such usage.

1. Scope of Application and Relationship with This Policy

This Policy applies to the global main site dawnbloom.net and official subdomains, DAWNBLOOM Community, account, Support, download and shop pages, and relevant technologies at the regional language redirect entries dawnbloom.com.cn, dawnbloom.jp and dawnbloom.kr with their www entries. Regional entries have no separate business pages. These three regional entries use HTTPS 301 redirects to the Chinese, Japanese and Korean main-site paths respectively; the Korean canonical target is <https://dawnbloom.net/kr/>. Normal redirect responses do

not set separate business cookies or provide independent pages or analytics scripts. Cloudflare network error reporting configuration can still involve necessary network data; specific logs and security settings depend on actual service configuration. Redirecting does not mean access data is unprocessed; necessary security cookies depend on actual configuration and the visit. This Policy invents no entry-specific cookie names or retention periods. Once on the main site, sessions and language storage follow the current inventory below. See the anti-fraud notice for existing brand-protection entries. Cookies and WebView/WebKit data from third-party sites visited in Browser are not main-site first-party cookies; the unified Privacy Policy, Browser Terms and those sites' policies explain their handling.

The website's seven product pages, download-status pages, support, and legal pages fall within this website policy. Local browsing, news-preference, mail, or file data in an app does not become a website cookie merely because it is a DAWNBLOOM product; see the privacy policy for each boundary.

This Policy supplements the DAWNBLOOM Privacy Policy for website cookies. Personal-data processing remains subject to that policy and applicable law. In case of conflict, a lawful rule providing greater protection of user rights applies.

Third-party websites and services such as Steam, Apple, WeChat, Alipay, UnionPay, Visa, Mastercard, WhatsApp, Facebook, Instagram, YouTube may use Cookies or similar technologies on their own domains, pages, SDKs, or within payment/login flows. Such usage is governed by the respective third-party's own policies.

2. What Are Cookies and "Similar Technologies"?

A Cookie is a small data fragment stored on your device by a website through your browser, commonly used to identify a session, maintain login status, remember user preferences, protect the website from abuse, or complete purchase workflows.

"Similar technologies" include, but are not limited to, browser-based local storage (Local Storage), session storage (Session Storage), secure tokens, device or browser identifiers, and other web storage or identification mechanisms used to achieve similar functions.

According to the public guidance of Japan's Personal Information Protection Commission, device identifiers such as cookies may still fall within personally referable information when they do not directly constitute personal information. If they can easily be combined with other information to identify a specific individual, the combined information may constitute personal information. We therefore do not assume that cookies are not personal information.

3. The types of technologies we currently use

Categories	Typical Use Cases	Current Status	Can Be Disabled	Storage and Retention Principles
Strictly Necessary / Security	Login sessions, identity verification, CSRF/protection against replay attacks, security challenges, rate limiting, forum session management, and in-store transaction flows	Used in actual login/security contexts; store transaction storage is not enabled	Typically non-cancellable during core feature usage	The shortest reasonable duration required during a session or for achieving security/transaction purposes; specific retention periods shall be defined in the official Cookie list
Preferences and Functionality	Remember your chosen website language, interface preferences and necessary remembered choices.	Currently used for website language and mini-game preferences	May be cleared via browser settings or future Cookie configuration options	zg-locale and mini-game mute persist until cleared; music position lasts for the current tab session
Performance / Analysis	Track visit volume, page dwell time, traffic sources, marketing conversion, and other analytics	Currently does not use third-party analysis cookies	Not applicable	If activated in the future, implementation will begin with an update to this policy and compliance with applicable laws regarding user controls
Advertising / targeting	Cross-site profiling, redirect advertising, interest-based advertising	Currently not in use	Not applicable	No such cookies are currently in use
Social media / embedded content	Embedded videos, social sharing buttons, and third-party components may trigger third-party cookies	Default preference is for standard external links; if embedding is introduced in the future, separate assessment will be conducted	Depends on third-party services and legal requirements	Decisions are made by relevant third parties, and appropriate notices or consents will be provided where required by law

4. Strictly Necessary and Security Cookies

These Cookies/similar technologies are used to provide core functionalities that you actively request, or to protect the security of the website, account, and transactions. If completely blocked, essential website functions may not operate properly. Common uses include:

- Identifying logged-in sessions, enabling the DAWNBLOOM game account to log in to the official website and DAWNBLOOM Community;
- Preventing cross-site request forgery, duplicate submissions, automated abuse, brute-force login attempts, and other security threats;
- Before store transactions become available, any new order-state storage will be added to this policy and the actual list; it is not presented as currently used.
- Maintaining required session states in forums, account centers, and customer service forms;
- Recording completion of essential security challenges or human verification steps to reduce repeated verification prompts.

DAWNBLOOM uses Cloudflare for website DNS/CDN and security. Whether a Cloudflare security cookie is actually set depends on the visit and enabled protection; check the browser record for that visit.

5. Language and Preference Technologies

The DAWNBLOOM website provides 20 interface languages. When you choose a language, the website uses the first-party Local Storage entry zg-locale to remember your choice for your next visit. This entry is not used for advertising profiling.

Mini-game mute preference is saved in Local Storage, while music position is saved in the current tab's Session Storage. Clearing these items may reset the preference or position.

6. What we currently do not do

- We do not serve third-party behavioral advertising on the official website or in-game;
- We do not use third-party marketing analytics tools such as Meta Pixel or Google Analytics;
- We do not use cookies to build cross-site advertising profiles;
- We do not sell cookie identifiers or personally identifiable information derived from them;
- Personal information will not be shared for cross-context behavioral advertising;
- No service provided under or in connection with the Cookie shall be denied to a user for refusing future, non-essential Cookies, provided that such service is unrelated to the Cookie in question.

If future product requirements change and we plan to add features such as analysis, advertising, A/B testing, third-party marketing SDKs, or other non-essential tracking technologies, we will conduct a new compliance assessment

prior to enabling such features, update this Policy and the Privacy Policy accordingly, and provide a prominent opt-in, opt-out, or withdrawal mechanism as required by law.

7. Third-party Login, Payment, and External Pages

When you choose third-party login options such as Apple, Steam, or WeChat, or use payment methods such as WeChat Pay, Alipay, UnionPay, Visa, Mastercard, Apple Pay, or other third-party payment systems, you may be redirected to third-party pages or interact with third-party controlled components. Such third parties may use cookies, device information, or other technologies, in accordance with their own rules, to perform authentication, security verification, and payment processing.

After following an official link to Apple App Store, Google Play, Steam, or another identified store, that store may use cookies under its own policy. Third-party sites visited in Browser and providers connected to Mail likewise control their own site data.

We will not claim that any third party's Cookie constitutes the first-party Cookie of DAWNBLOOM, nor will we control any data processing activities undertaken by such third parties in their independent services. Please refer to the respective service provider's Privacy Policy and Cookie/Tracking Technologies Notice for details regarding such processing.

8. Your Cookie Preferences

You may view, delete, block, or restrict Cookies through your browser settings. The specific entry and terminology may vary by browser, and should be confirmed according to the browser's own help documentation.

- Deleting login Cookies may result in immediate account logout;
- Disabling strictly necessary Cookies may result in login failure, inability to post content normally, transaction flow disruptions, or repeated security challenges;
- Removing language preferences may cause the official website to revert to its default language;
- A browser's "private browsing" or "incognito mode" typically clears certain stored data after the session ends, though the exact behavior is determined by the browser itself.

If we enable non-essential cookies that require prior consent in the future, users will be able to make choices through the Cookie Settings interface in the applicable scenarios, and may later withdraw those choices. However, withdrawal of consent will not affect any prior processing that was conducted based on valid legal grounds.

9. China Mainland Region Explanation

For users in mainland China, we will handle information generated through Cookies or similar technologies that can be linked to, or associated with, identified or identifiable natural persons, in accordance with regulations such as the Personal Information Protection Law of the People's Republic of China and the Network Data Security Management

Regulations. We adhere to the principles of legality, fairness, necessity, integrity, clear purpose, and minimum data requirement, and publicly disclose the purposes, methods, types, and retention rules for such processing.

For technical purposes necessary to fulfill your relationship with our services, such as login, account security, and order processing, we may process Cookie or similar technologies based on contractual obligations or legal duties as permitted by applicable laws; if a Cookie or similar technology requires your prior consent under applicable law, we will obtain such consent after providing full notice and will also provide a mechanism for you to withdraw that consent.

If we subsequently provide any Cookie identifiers or behavioral data to a third party for purposes such as independent identification, profiling, or other uses, we will re-evaluate the requirements for prior notice, separate consent, delegation of processing, and cross-border transfers prior to implementation, and will not rely solely on the general authorization contained in these Terms.

10. United States Region Explanation

The U.S. privacy framework is jointly constituted by federal and state laws. If DAWNBLOOM reaches the applicability thresholds of California's CCPA/CPRA or other state privacy laws in the future, we will provide, in accordance with the law, access, correction, deletion, and opt-out rights as required.

Under the current product design, DAWNBLOOM does not sell personal information and does not share personal information for cross-context advertising. Therefore, there are no current "sale or sharing" activities based on advertising cookies. If future practices change, we will update this policy and, when applicable, provide a "Your Privacy Choices / Do Not Sell or Share" entry and recognize legally valid opt-out signals (e.g., the Global Privacy Control, when applicable).

11. Japan-specific provisions

Under Japan's Act on the Protection of Personal Information (APPI), device identifiers such as cookies may fall within personally referable information in certain circumstances. When they can easily be combined with other information to identify a specific individual, they may also be handled as personal information.

We do not currently provide cookie identifiers to advertising partners to combine with the personal data they hold to create advertising profiles. If we provide personally referable information to a third party in the future and expect the recipient to acquire it as personal data, we will confirm the required consent of the individual and related conditions in accordance with the rules of Japan's Personal Information Protection Commission. If a foreign third party is involved, we will also assess the corresponding cross-border requirements.

12. Users under 18 years of age

DAWNBLOOM game accounts, the game community, and related game services currently require users to be 18 or older. Public pages and DAWNBLOOM Browser do not share that universal game age gate. We do not use website cookies or similar technologies to build marketing profiles of minors; other processing concerning minors is assessed under the unified Privacy Policy and applicable law.

13. Cookie List and Update Mechanism

The list below covers first-party browser storage identified in the current website and account-service code. Actual items vary by page and session. Security/CDN services may set additional necessary cookies according to the visit; check the browser record for that visit. Storage for unavailable store transactions is not listed as currently used.

Name and method	Provider and context	Purpose and category	Browser retention
zg-locale · Local Storage	DAWNBLOOM website · language selection/home	Remember website language; functional preference	Until the user clears it or site code changes
zg-community-csrf · Session Storage	DAWNBLOOM Community/account recovery	Keep an anti-forgery request identifier in the session; necessary security	Until the current browser tab session ends
dawnbloom_web_session / clw_community_session · Cookie	DAWNBLOOM account service · after single sign-on	Maintain account and community login; necessary function and security. Secure, HttpOnly, SameSite=Strict	Browser-session cookies; server-side sessions have their own expiry
dawnbloom-minigame-muted · Local Storage	DAWNBLOOM mini-games	Remember mute preference; functional	Until the user clears it or site code changes
Mini-game music position · Session Storage	DAWNBLOOM mini-games	Resume music within the same tab; functional	Until the current browser tab session ends

Cloudflare security cookies and their duration depend on the actual security configuration and visit; the source code cannot establish that they appear on every visit. Any new non-essential analytics or advertising technology will first require an update to this list and applicable choices.

14. Contact Us

If you have questions regarding cookies, similar technologies, or privacy preferences, you may contact us through the following channels:

Legal, Copyright, and Privacy: legal@dawnbloom.net; General Player Support: support@dawnbloom.net

Official website: <https://dawnbloom.net>

Operator / website service provider: 上海追光智创文化传媒有限公司 (English public-facing name: SHANGHAI LUMIREALM CREATIVE MEDIA CO., LTD.)

Operations Address / Official Contact Address: 中国 (上海) 自由贸易试验区临港新片区天骄路 336 号 3 幢 218 室
(Room 218, Building 3, No. 336 Tianjiao Road, Lin-gang Special Area of the China (Shanghai) Pilot Free Trade Zone, China)