

COOKIE POLICY

09 June 2026

JIOSTAR INDIA PRIVATE LIMITED (FORMERLY KNOWN AS STAR INDIA PRIVATE LIMITED), having its registered office at at Star House, Urmi Estate, 95 Ganpatrao Kadam Marg, Lower Parel (W), Mumbai, 400013, Maharashtra, India ("**we**", "**us**", "**our**") is committed to protecting the privacy and security of your Personal Data. This Cookie Policy ("**Policy**") applies to the services offered by us to all individuals through bbtelugu.jiostar.com ("**Microsite**") or otherwise ("**you**", "**your**", "**user**").

We use cookies to provide you with our services for the purpose of your participation in the Bigg Boss Telugu – Season 10 ("**Services**") and improve your experience of the Microsite.

This Policy explains how and why we use cookies and the choices you have. This Policy describes the usage of the Personal Data captured using cookies which we collect from you when you access or use the Microsite.

Before using our Microsite or availing any of our products and/or Services, you are advised to carefully read the Privacy Notice of our Microsite. Except otherwise stated in this Policy, the Policy shall govern the way we collect and process Personal Data via cookies. By visiting and/or using our Microsite, you are consenting to the collection, use and storage of cookies in the manner as set forth in this Policy. Capitalized terms used herein shall have the same meaning as ascribed to them in the Privacy Notice.

1. WHAT ARE COOKIES?

A cookie is a small text file that the Microsite saves, to the extent you agree to, on your computer or mobile, tablet or any other devices ("**Device**") when you visit the Microsite. It enables the Microsite to remember your actions and preferences (such as login, language, location, and other display preferences) over a period, so you don't have to keep re-entering them whenever you re-visit the Microsite or browse different pages, thereby making your next visit easier and to identify and learn more about your interests. This allows our Microsite to uniquely identify your device from those of other users of the Microsite.

2. WHY DO WE NEED COOKIES?

We use cookies to offer you a more tailored experience by understanding and remembering your browsing preferences. We use cookies for various purposes such as:

- To provide you with our Services and offer better browsing experience;
- Make this Microsite and its content available to you and to further optimize and develop it;
- Identify and distinguish between a human and a bot;
- To identify your browser and device;
- To perform analytics and research based on aggregate data;
- For fraud detection and prevention;
- To detect unauthorized access to the Microsite and minimize blocking of legitimate users.

3. HOW LONG DO COOKIES STAY ON YOUR DEVICE?

We do not store Personal Data for longer than is necessary to fulfil the purposes covered herein. Certain cookies we use last only for the duration of your web session and expire when you close your browser or exit the Microsite, while others are used to remember you when you return to the Microsite and will last depending on the purpose.

4. TYPES OF COOKIES

- **First-Party Cookies:**

These cookies are set by the Microsite and only the Microsite can read them. They are also called internal cookies. For example, first-party cookies can keep you logged in as you navigate through different pages or remember your language settings.

Some of these cookies are necessary for proper functioning of our Microsite. You can opt-out of these cookies through your browser settings. If you choose to opt-out of these cookies, then we may not be able to provide you an optimum Microsite experience.

Others are used for purposes such as analytics and performance. We identify these cookies before they are used so that you can decide whether you wish to accept them or not through the cookie banner that is provided when you visit the Microsite (for the first time and when the consent should be renewed) or through the cookie settings page at the bottom of every page of the Microsite.

- **Third-Party Cookies:**

These cookies are set by third parties when you access or use our Microsite and have a different domain to that of the Microsite you are visiting and they enable certain Microsite functionality, such as perform analytics, deliver personalized content to the users, etc.

We identify these cookies before they are used so that you can decide whether you wish to accept them or not through the cookie banner that is provided when you visit the Microsite (for the first time and when the consent should be renewed) or through the cookie setting page at the bottom of every page of the Microsite.

5. WHAT CATEGORIES OF COOKIE DO WE COLLECT?

We use the following categories of cookies to provide our services when you access our Microsite:

Sr. No.	Cookie Categories	Description	Example Parameters
1	Strictly Necessary	Essential for Microsite operation, enable basic functions like page navigation and access to secure areas	Session ID, Session Tokens, etc.
2	Performance	Collect Personal Data on how users interact with a Microsite, used to improve performance	Time to first byte, Response Time, etc.
3	Functional	Allow Microsite to remember user choices and provide personalized features	User Language, User Preferences, etc.
4	Targeting	Used to deliver relevant ads to users, track ad campaign performance and limit ad exposure	Tracking ID, AdSense Linking Number, Join ID for DoubleClick, etc.
5	Analytics	Help Microsite owners understand visitor interactions with the site by collecting Personal Data anonymously.	Client ID, Usage Info, Event Name, etc.

6. YOUR CHOICES

You can choose to allow or block cookies, delete existing cookies, and set cookie preferences for the Microsite. We use cookies to personalize your experience when you interact with or use our Microsite or services.

Please note that blocking cookies may restrict us from providing certain features of the Microsite, and your overall user experience may deteriorate. Furthermore, if your browser setting is already set to block all

cookies, then some of the Microsite features may not operate as intended. Please remember that updating browser's cookie setting will apply to all Microsites you visit unless you choose to allow/block cookies from a particular Microsite.

If you allow cookies through your browser or device, they will be readable only by their issuer. If you want to remove previously stored cookies, you can manually delete the cookies at any time through your browser's cookie settings. However, this will not prevent the Microsite from placing further cookies on your device. You may choose to change your cookie preference at any time by updating your browser's cookie settings. We recommend that you allow all cookies in order to provide you with a personalized experience on the Microsite.

7. CONTACT INFORMATION

If you have questions or comments regarding this Policy or for any other queries of your device data that we have collected and processed, please contact us using the contact details given in our [**Privacy Notice**](#).

8. CHANGES TO THIS POLICY

We reserve the right to change this Policy at our sole discretion at any time. Any material changes to this Policy will be posted on this page. We encourage you to review this Policy regularly for such changes. The updated Policy will take effect as soon as it has been updated.