

# Cookie policy

## 1. PURPOSE AND SCOPE

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We wish to inform you that, when you visit our website or mobile application, cookies may be installed on your equipment (desktop or laptop computer, tablet or smartphone).

In this respect, the purpose of this policy is to inform you of the essential information relating to the way in which we use these cookies, the objectives of their use and to inform you of your rights in this respect.

## 2. WHAT IS A COOKIE?

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Cookies are small text files that are stored on and/or read from a web user's terminal when visiting a website or mobile application, and are used by the website or application to send information to the browser software.

For as long as it is valid, a cookie enables its publisher to recognise the terminal each time it accesses content containing cookies from the same publisher.

Only the publisher of a cookie can read or modify the information contained in it.

## 3. PURPOSE OF THE COOKIES USED

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The cookies we use can be grouped into three categories:

1. so-called essential or technical cookies;
2. audience measurement cookies; and
3. advertising cookies.

### 1. Essential or technical cookies

Essential or technical cookies are those whose sole purpose is to enable or facilitate communication by electronic means, or those strictly necessary for the provision of an online communication service at the express request of the user.

In particular, these cookies enable:

- Saving the choice expressed by the user on the use of tracers;
- Authenticating oneself to a service;
- Adapting the presentation of the site to the terminal's display preferences;
- Storing information relating to the contents of a shopping cart, or to forms that the user has filled in on the site;
- Providing users with access to their account.

### 2. Audience measurement cookies

Audience measurement cookies are used to obtain information about web user browsing (examples of purposes: measuring performance, detecting browsing problems, optimising technical performance or ergonomics, estimating server power requirements, analysing viewed content, etc.).

### 3. Advertising cookies

Advertising cookies are linked to targeted advertising, i.e. the observation of users' browsing habits, making it possible to create a specific profile in order to show ads that correspond to them.

## 4. THIRD-PARTY COOKIES

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Our website or mobile application may also contain third-party cookies.

We ensure that these cookies are properly managed by third-party services, but we cannot be held responsible for them.

## 5. RETENTION PERIOD

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We comply with the CNIL's requirements on data retention periods.

Technical or essential cookies are kept for the time required to provide and operate the service smoothly.

The lifetime of audience measurement cookies does not exceed 13 months. The information collected via these trackers is kept for 25 months.

Other cookies are kept for as long as is reasonably necessary for the purposes for which they are used. The validity of the consent granted will not exceed 13 months.

## 6. CONSENT AND EXEMPTION

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According to CNIL guidelines, a distinction must be made between cookies that require prior consent and those that fall under the exemption system.

Cookies that require your prior consent are advertising cookies.

Technical cookies and those relating to audience measurement are covered by the exemption system.

With regard to audience measurement cookies that process personal data, you may exercise your right to object.

We use a Consent Management Platform ("CMP") to collect consent and manage the right to object.

Using this tool, you can easily manage the activation or deactivation of our cookies, with the exception of technical cookies which are and remain necessary for the proper functioning of our services.

## 7. CONTACT US

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If you have any questions, please contact our Data Protection Officer (see Data Protection Policy).

For more general information on the protection of personal data, please check the CNIL website at the following address: [www.cnil.fr](http://www.cnil.fr).

## 8. REVISION

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In the event of regulatory changes or recommendations from the CNIL, we reserve the right to modify this policy. You will be notified of any new policy before it comes into force.