

## **ABOUT COOKIES**

Cookies are files, often including unique identifiers, that are sent by web servers to web browsers, and which may then be sent back to the server each time the browser requests a page from the server.

Cookies can be used by web servers to identify and track users as they navigate different pages on a website, and to identify users returning to a website.

Cookies may be either “persistent” cookies or “session” cookies. A persistent cookie consists of a text file sent by a web server to a web browser, which will be stored by the browser and will remain valid until its set expiry date (unless deleted by the user before the expiry date). A session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

## **COOKIES ON THE WEBSITE**

We use both session cookies and persistent cookies on the website.

A cookie is a small piece of information that is placed on your computer when visiting certain webpages. For more information please visit: <http://www.cookiecentral.com/>.

We use analytics cookies that anonymously remember your computer or device when you visit our websites. We use these cookies to keep track of browsing patterns and to be able to understand how visitors use our website.

We use advertising cookies to be able to build up a similar audience based on our previous visitors and to be potentially able to re-advertise our service or product.

Most browsers allow you to turn off your cookies. To do this look at “help” in your browser or contact your internet browser’s support.

## **HOW WE USE COOKIES**

Cookies do not contain any information that personally identifies you, but personal information that we store about you may be linked, by us, to the information stored in and obtained from cookies. The cookies used on the website include those which are strictly necessary cookies for access and navigation, cookies that track usage (performance cookies), remember your choices (functionality cookies), and cookies that provide you with targeted content or advertising

We may use the information we obtain from your use of our cookies for the following purposes:

- to recognise your computer when you visit the website;
- to track you as you navigate the website;
- to improve the website’s usability;
- to analyse the use of the website;

- in the administration of the website;
- to personalise the website for you, including targeting advertisements which may be of particular interest to you.

### **THIRD PARTY COOKIES**

When you use the website, you may also be sent third party cookies.

Our advertisers and service providers may send you cookies. They may use the information they obtain from your use of their cookies:

- to track your browser across multiple websites;
- to build a profile of your web surfing;
- to target advertisements which may be of particular interest to you;
- In addition to the information we provide in this Cookie Policy, you can find out more information about your online choices at <http://www.youronlinechoices.eu>.

### **BLOCKING COOKIES**

Most browsers allow you to refuse to accept cookies. For example:

1. in Internet Explorer you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector;
2. in Firefox you can block all cookies by clicking “Tools”, “Options”, and un-checking “Accept cookies from sites” in the “Privacy” box.
3. in Google Chrome you can adjust your cookie permissions by clicking “Options”, “Under the hood”, Content Settings in the “Privacy” section. Click on the Cookies tab in the Content Settings.
4. in Safari you can block cookies by clicking “Preferences”, selecting the “Privacy” tab and “Block cookies”.

Blocking all cookies will, however, have a negative impact upon the usability of many websites.

If you block cookies, you may not be able to use certain features on the Site (log on, access content, use search functions).

### **DELETING COOKIES**

You can also delete cookies already stored on your computer:

1. in Internet Explorer, you must manually delete cookie files;
2. in Firefox, you can delete cookies by, first ensuring that cookies are to be deleted when you “clear private data” (this setting can be changed by clicking “Tools”, “Options” and “Settings” in the “Private Data” box) and then clicking “Clear private data” in the “Tools” menu.
3. in Google Chrome you can adjust your cookie permissions by clicking “Options”, “Under the hood”, Content Settings in the “Privacy” section. Click on the Cookies tab in the Content Settings.
4. in Safari you can delete cookies by clicking “Preferences”, selecting the “Privacy” tab and “Remove All Website Data”.

### **Cookies, Google Analytics, Facebook and LinkedIn**

This website uses Google Analytics, a web analytics service provided by Google Inc. (“Google”). Google Analytics uses so-called “cookies”, text files that are stored on your computer and that allow an analysis of the use of the website by you. You can learn more about Google data privacy [here](#).

On our behalf, Google will use this information to evaluate the use of the website, to compile reports on website activity and to provide other services related to website usage and internet usage to the website operator. You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that in this case you may not be able to use all features of this website to the fullest extent.

You may also prevent the collection / transmission by Google of the data generated by the cookies and related to your use of the website (including your IP address) as well as the processing of this data by Google by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

The data linked with cookies is automatically deleted by Google after 26 months. The deletion of data whose retention period has been reached is done automatically once a month.

Facebook: We use the “Facebook Pixel” developed by Facebook, Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA). This feature makes it possible to track the behavior of users who have clicked on a Facebook ad and/or been directed to the website of the provider in question. The effectiveness of Facebook ads can then be assessed for statistical and market research purposes, which in turn can help optimize future advertising measures and practices. The data we obtain through this process is anonymous, meaning it gives us no means of tracing the identity of any user. This information is stored and processed by Facebook on servers in Princeville, Oregon (USA), in order to facilitate a connection to each user’s profile. Facebook can then use the data for its own advertising purposes in line with its data usage guidelines (<https://www.facebook.com/about/privacy/>). As a result, Facebook and its partners can insert ads both on and outside of Facebook. A cookie may also be stored on your computer for these

purposes. In your browser's settings, you can allow or deny cookies as a general rule. Please note, however, that doing so may prevent you from enjoying the full functionality of this website.

LinkedIn: Our online presence uses the "LinkedIn Insight Tag" of the network LinkedIn. Provider is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. We use the LinkedIn Insight Tag to track conversions, retarget website visitors, and unlock additional insights about members interacting with our LinkedIn adverts. The LinkedIn Insight Tag enables the collection of metadata such as IP address information, timestamp, and events such as page views. All data is encrypted. The LinkedIn browser cookie is stored in a visitor's browser until they delete the cookie or the cookie expires. With the help of the LinkedIn Insight Tag we are able to analyse the success of our campaigns within the LinkedIn platform or determine target groups for them based on the interaction of the users with our website. If you are registered with LinkedIn, it is possible for LinkedIn to associate your interaction with our online services with your user account. LinkedIn is certified under the Privacy Shield Agreement and therefore guarantees compliance with European data protection legislation. You can permanently opt out on this link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>. For more information on the LinkedIn Privacy Policy, go to: <https://www.linkedin.com/legal/privacy-policy>. LinkedIn advertising cookie is used on the basis of Art. 6 (1) (f) GDPR. We have a legitimate interest in analyzing user behavior to optimize our website and advertising.

We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users' experience (eg how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf.

For further details, please see the 'about Hotjar' section of [Hotjar's support site](#).