COOKIE POLICY

1. BACKGROUND

This policy (hereinafter the "**Policy**") aims at providing users of the website https://www.viaccess-orca.com (hereinafter the "**Website**") with information about the cookies used by VIACCESS-ORCA (hereafter "**VIACCESS**"), why VIACCESS uses such cookies and how users can accept/refuse cookies or otherwise manage their cookies settings.

2. DEFINITION OF COOKIES

A cookie is a small file that can be placed on your device, and which allows to recognize and remember you. It is sent to your browser and stored on your computer's hard drive, tablet or mobile device. When you visit our Website or use its features, we may therefore collect information about you through cookies or similar technologies (hereafter, "**Cookies**").

3. WHY WE USE COOKIES

We use Cookies to:

- Allow you to browse the Website
- Ensure the security of the Website
- Provide you with enhanced functionalities and personalized features, e.g.:
    - Remember information about you (e.g., location and language settings);
    - Keep you signed in, even on different devices;
    - Remember your preferences and settings.
- Analyze and understand how people use our Website and services (e.g., keep track of the parts of the Website that were visited, number of visitors), so we can improve their functioning and interest;
- Display personalized advertising.

4. HOW TO CONTROL YOUR COOKIES SETTINGS / WITHDRAW YOUR CONSENT?

At any time, you can withdraw your consent or change your Cookies settings by clicking on the "Confidentiality Parameters" button on the bottom left of your screen accessible on all Website pages.

5. WHAT ARE THE COOKIES THAT WE USE

We use four types of Cookies described below.

Cookies that we use are referred to as "**first-party Cookies**" and those that are used by our partners are "**third-party Cookies**". Given the way that cookies work, our Website cannot access third-party Cookies.

Category 1 – Strictly necessary / Function Cookies

These Cookies are essential to secure the Website, enable you to browse our Website and use its features. They are activated by default and cannot be deactivated by users. They allow you to use the main features of the Website and allow VIACCESS and third parties to keep track of your consent or refusal of other Cookies.

Third parties and partners placing Function Cookies via our Website are:
- **Consent Manager**: Manages Cookie consent or refusal on the Website.
- **HubSpot**: Ensures the follow-up of sessions.
- **Cloudflare**: Ensures deliverance of Website content, serves DNS connection and secures the Website by recognizing potential robots' connections.
- **YouTube**: Detects if you have accepted marketing Cookies.
- **Google Ads**: Detects if you have accepted unnecessary Cookies.

Category 2 – Measurement Cookies

These Cookies collect information about how you use our Website – for instance, what page you go to most. This data may be used to help optimize our Website and facilitate your browsing. These Cookies are also used to let affiliates know if you came to one of our websites from an affiliate's website.

Third parties placing Statistical Cookies via our Website are:
- **Google (via Google Analytics)**: Determines what type of device or browser you are using to format the Website accordingly. Gives VIACCESS information such as your journey between pages and whether you have downloaded anything.
- **LinkedIn**: Syncs data with a third-party analytics service.
- **Slideshare.net**: Determines if the user is participating in a design experience.

Category 3 – Preferences Cookies

These Cookies allow our Website to remember choices you make while browsing to provide you with a personalized experience (e.g., remember preferences such as favorite language or text size). These cookies may also be placed to keep track of what featured products or videos have been viewed to avoid repetition.

Third parties placing Preferences Cookies via our Website are:
- **Consent Manager**: Manages Cookie consent or refusal on the Website.

Category 4 – Marketing Cookies

- **Use of marketing Cookies by VIACCESS on its Website**: We may show you advertising on our Website based on your browsing patterns on other websites that we obtained from our advertising partners.

- **Use of marketing Cookies by VIACCESS on social media**: We use marketing Cookies to reach visitors who use social media to market our products and services. For example, we place a pixel on our Website's pages which implies that when a user who browsed our pages returns to Facebook website, Facebook can identify this user as part of a group of VIACCESS' visitors and, on behalf of VIACCESS, send messages to this user.

- **Use of marketing Cookies by third parties**: We may share online data collected through marketing Cookies with advertising third parties allowed on our Website. This means that when you are on another website, you may be shown advertising based on your browsing patterns on our Website.

Third parties placing Marketing Cookies via our Website are:
- **HubSpot**: Tracks users and keeps track of the identity of a user.
- **LinkedIn**: Tracks the use of services integrated on our Website. Tracks users across multiple websites in order to display personalized ads.
- **Facebook (Meta)**: Provides a range of advertising products such as real-time offers from third-party advertisers.
- **YouTube**: Estimates user bandwidth on pages of our Website that contain embedded YouTube videos. Records a unique identifier to keep statistics on YouTube videos viewed by users. Stores user's video playback preferences for embedded YouTube videos on our Website.
- **Google Ads**: Records and reports user actions after they viewed or clicked on an ad to measure effectiveness and display targeted ads.
- **Google Tag Manager**: Executes third-party tags based on the users' consent choices.
- **BrightInfo**: Identifies website users and recommend related content.

6.   HOW YOU CAN ACCEPT OR REJECT THE USE OF COOKIES

6.1 Settings through the Cookies banner

Function Cookies – These Cookies allow the Website to provide basic functions and to detect users' choices regarding Cookies. Function Cookies are essential for users to browse the Website and use the Website's features such as accessing secure areas of the Website. Strictly necessary Cookies do not require your prior consent.

All other Cookies – For placing all other types of Cookies, VIACCESS requests your prior consent.

When you visit the Website for the first time, the Website displays a Cookie banner describing what each type of Cookie is used for and requires you to take a specific action. You can then accept/activate or reject Cookies through this banner or customize your choices. Except for Function Cookies slider, all other sliders are unchecked by default. Any deactivation will result in the refusal to place the Cookies in question.

If you simply continue to browse the Website or click on any Website feature, only strictly necessary Cookies will be placed during your browsing.

Refusing not strictly necessary / Function Cookies will not restrict access to the Website but may limit your browsing experience.

Your settings (consent or refusal) concerning Cookies will be retained by VIACCESS for a six (6) months period. Beyond this period, you will be requested again to set your Cookies options.

6.2 Configuration of your browser

You can set up your browser to decline Cookies altogether by changing your browser's cookie settings. You can usually find these settings in the "options" or "preferences" menu of your browser. The following links may be helpful, or you can use the "Help" option in your browser.

- Cookie settings in Internet Explorer
- Cookie settings in Chrome
- Cookie settings in Safari web
- Cookie settings Microsoft Edge
- Cookie settings Mozilla Firefox
- Cookie settings Opera

7.   COOKIES STORAGE PERIOD

Cookies are said to be "**persistent**" when they remain on your device or until you delete them. Persistent Cookies may be placed on your device for a maximum period of 13 months from the date of your consent. The data collected through these Cookies will then be deleted or anonymized depending on the nature of the cookie.

Cookies are said to be "**Session Cookies**" when they last for the sole duration of the session, i.e., they will automatically disappear when you close your browser window.

The information collected through Measurement Cookies is stored by VIACCESS for a maximum period of 25 months.

8.   USEFUL LINKS

If you would like to find out more about privacy, cookies and their use on the internet, you may find the following link useful: All About Cookies

9.   CONTACT US

Should you require additional information, please do not hesitate to contact our Data Protection team at dpo@viaccess-orca.com

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