

## **TBWA\GROUPE: Cookie Policy**

Effective Date: **17<sup>th</sup> June, 2020**

TBWA\GROUPE (“TBWA”) respects your concerns about privacy.

We obtain certain information by automated means, such as cookies, web server logs, web beacons, and other technologies (collectively “Cookies”) when you visit, access, or use our websites, mobile sites or applications, that link to this Cookie Policy (collectively the “Sites”). This Cookie Policy explains how we use Cookies, their purposes, and how you can control them.

Our use of Cookies may involve the processing of personal information. For more information on our data protection practices, see our Privacy Policy.

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### **1. WHAT ARE COOKIES?**

A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. This technology helps us (1) remember your information so you will not have to re-enter it; (2) track and understand how you use and interact with the Site; (3) tailor the Site around your preferences; (4) measure the usability of the Site; (5) understand the effectiveness of our communications; and (6) otherwise manage and enhance the Site.

### **2. WHAT INFORMATION DO WE OBTAIN THROUGH COOKIES?**

The information we obtain through Cookies includes your device IP address, domain name, identifiers associated with your devices, device and operating system type and characteristics, web browser characteristics, language preferences, clickstream data, your interactions with the Sites (such as the web pages you visit, links you click and features you use), the pages that led or referred you to the Sites, dates and times of access to the Sites, and other information about your use of the Sites.

### **3. COOKIES USED ON OUR SITES**

Below is a list of the Cookies that we may use on our Sites. You can indicate your choices with respect to the use of Cookies in the cookie banner. Please note that, depending on your selection, you may not be able to take full advantage of the Sites or our products and services.

- **Essential Cookies**

These Cookies are essential to use and navigate our Sites. Essential Cookies help us collect information, such as your session ID and other server information, that enables us to authenticate users. Essential Cookies are deleted when you end your browsing session or within a short period of time thereafter.

- **Functional Cookies**

These Cookies collect information about your choices or remember your preferences so we can show you relevant content. They allow us to identify your location and remember your language during a browsing session and to customize the Sites you have accessed. These Cookies are deleted when you end your browsing session.

- **Analytics Cookies**

We use analytics Cookies to collect information on how users navigate and use our Sites, such as how the users traverse our Sites, the pages they view, how long they stay on a page and whether the page is displayed correctly or whether errors occur. Such cookies help us to improve the performance of our Sites and make the Sites more user-friendly. Some of these Cookies are persistent Cookies which remain on your computer or other Internet-connected device for a certain period of time after you end your browsing session unless you delete them. These Cookies are provided by third-party analytics providers, including Google Analytics For more information about these third-party providers' Cookies, please click on the links below:

[Google Analytics](#)

- **Third-party Cookies**

In some circumstances, we work with third parties to provide certain services to our users such as additional features (including the ability to see videos on our Sites) and to connect to certain social networks. These third parties use Cookies to collect information on our Sites, including via plug-ins and widgets. Some of these Cookies are persistent Cookies which remain on your computer or other Internet-connected device for a certain period of time after you end your browsing session, unless you delete them.

The privacy practices of these third parties, including Facebook, Twitter and Vimeo are subject to the privacy statements of such third parties, which are available on their websites.

#### **4. YOUR CHOICES**

In addition to amending your preferences through the cookie banner, you can stop Cookies from being downloaded on your computer by selecting the appropriate settings on your web browser. Most web browsers will tell you how to stop accepting new Cookies, how to be

notified when you receive a new Cookie and how to disable existing Cookies. On Microsoft Internet Explorer, this can be done by selecting “Tools/Internet Options” and reviewing your privacy settings or selecting “delete Cookies.” You can find out how to do this for your particular browser by clicking “help” on your browser’s menu or by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org). For mobile devices, you can manage how your device and browser share certain device data by adjusting the privacy and security settings on your mobile device. Please note, however, that without Cookies, you may not be able to take full advantage of the Sites or our products or services.

## **5. CONTACT US**

If you have any questions about this Cookie Policy, please contact us by e-mail at: [privacy@tbwa.com](mailto:privacy@tbwa.com).