



COOKIES POLICY



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This Cookies Policy aims to meet the requirements of the amended Data Protection Act regarding the use of cookies by UBICAST and providing you with exhaustive information in this regard.

1. What is the cookies policy and what is its scope?

You are informed that during your visits on UBICAST websites and other digital spaces, cookies may be installed on your equipment (computer, tablet or smartphone). Similarly, cookies may be placed on your device via e-mails that are sent or when you install a software or mobile application.

These cookies may be used by UBICAST as publisher of the aforementioned digital spaces, or may be filed by third parties, who may act on our behalf as a subcontractor or in their own interest.

This policy provides you with the essential elements relating to the way we use cookies, the purposes pursued in the context of their use and inform you about your rights in this matter. This policy is applicable by the mere publication on our website. The latest online version prevails over all others.

This policy does not replace the data protection policy implemented by UBICAST for its customers and contacts, available [here](#). However, to the extent that cookies regularly involve the processing of personal data, we invite you to refer to that policy if you want more information.



2. What are cookies?

The concept of cookies as apprehended by the Cnil covers all plotters or cookies, i.e. small computer files, deposited, recorded and / or read by the user's browser on the hard drive when it visits a website, installs an application, or uses a software or mobile application. This concept is used regardless of the terminal used by the user, including computers or laptops, digital tablets, smartphones or video game consoles connected to the Internet. Similarly, the notion of cookie and the related regulations apply regardless of whether the device collects or not personal data, which is often the case in practice.

On a technical and functional level there are 4 types of cookies:

- Technical cookies, which follow an action on your part on the website and are necessary for the use of a service or the access to a content;
- Identification and personalization cookies, which allow us to know you better and to identify you when you return to our site;
- Analytical and performance cookies, which allow us to carry out various measures, such as the number of visitors or pages visited by them;
- Advertising or targeting cookies, which record data to control the display of advertisements with regard to this or that user.

On a technical level, there is a wide variety of cookies, including but not limited to, http cookies, "flash" cookies, fingerprinting or web beacons or "web bugs".

3. How do we use cookies?

The cookies that can be stored or read on your terminal are mainly intended to fulfill the following three purposes, which are illustrated through different examples:



3.1 Purpose 1 - The correct operation of the service(s)

- Study of technical statistics to control the proper functioning of the service;
- Identification of error messages to remedy any technical problem;
- Obligation to re-authenticate the user after a certain period of time to ensure the security of the user account.

3.2 Purpose 2 - Improving the Customer Experience (UX)

- Functionality of pre-filling fields at each visit to improve the quality and speed of the user experience;
- Optimization of the ergonomics of the digital environment concerned or the different functionalities proposed;
- Setting the use of this environment according to the preferences of the user to offer personalized navigation, such as memorizing the default language used;
- Study of the statistics provided using these cookies to continue to improve and adapt the service to each user to ensure a better experience.

3.3 Purpose 3 - Economic Function

- Sending personalized advertisements thanks to searches made by the user;
- Statistical reports and studies about proposed advertisements;
- Study of the activity resulting from this digital environment: number of daily connections, connected profiles, most frequent time slots, etc.

4. Who can file cookies?

UBICAST files and reads cookies on your device when you access our digital environment, in order to allow the operation of the services offered and to improve the customer experience.



UBICAST ensures the compliance of your rights with the applicable legislation, being specified that it is his responsibility to respect your rights, which will be considered below.

Third-party cookies, i.e. those issued by third parties to UBI CAST, may also be used. These third-party cookies are the responsibility of the platform administrator and not UBI CAST.

5. How long is my data retained?

UBICAST complies with the requirements set by the Cnil for the retention of cookies, which shall not exceed 13 months from the day cookies are posted. As such, UBI CAST undertakes the following:

- for the cookies it deposits itself on your terminal, UBI CAST undertakes to delete or anonymize the personal data collected after this period has expired and to request your consent again when you access the site after expiry of this period of time;
- for cookies placed by third parties, UBI CAST undertakes to verify that they comply with the above-mentioned retention period, over which they have sole control.

6. What are your rights regarding cookies?

Pursuant to the legislation applicable to cookies, you are entitled to the following rights:

- a right to information regarding the purposes of cookies, mentioned in article 3 of this policy, and the means available to you to oppose them, as described in article 10 of this policy. We ensure that you can obtain this information by implementing a cookie banner on our digital spaces, a "Learn more" page allowing you to set them up and inserting a link to this policy;
- a right to consent to the deposit and reading of cookies on your device, with the precision that this consent does not apply to cookies of technical use, i.e. cookies strictly



necessary for the provision of our services or whose sole purpose is to enable or facilitate electronic communication. However, UBI CAST requires your consent for cookies related to target advertising operations, social network cookies and audience measurement cookies. Your consent is considered as expressed when after having read the banner cookies on our platform, you continued your navigation, that is to say clicked on the page of our platform to which you have accessed or changed pages.

– a right to set the use of cookies on your device to accept or refuse all or part of the cookies that may be read or used regardless of their nature and origin, in accordance with the detailed method on the "Learn More" page to which our cookies banner refers and in article 10 of this policy.

7. How to set the use of cookies?

UBI CAST allows you to set cookies, to accept or refuse all or part of the cookies placed on our digital spaces. Your choice can be made either by reference to the purposes of cookies, or by reference to the technologies used.

To ensure full control of your cookies, UBI CAST has opted for the reference to the settings of your browser. Please note that most current browsers allow to choose or refuse all cookies or to select only those that you want to keep.

To this end, each browser has its specificities, the setting remains relatively accessible through the help menus of each of them. For example:

On Google Chrome :

<https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=fr> ;

On Internet Explorer :

<https://support.microsoft.com/fr-fr/help/17442/windows-internet-explorer-delete-manage-cookies> ;

On Mozilla Firefox :

<https://support.mozilla.org/fr/kb/activer-desactiver-cookies-preferences> ;

On Opera :



<http://help.opera.com/Windows/10.20/fr/cookies.html>

UBICAST shall not guarantee the durability of these URLs, or the quality of the information contained therein.

- the use of an easy-to-use tracking tool that prohibits the collection of data about you if you have not consented to it or have opposed it. The modalities of this tool are detailed on the "Learn more" page accessible via the cookies banner.

Regarding mobile applications, e-mails and social networks, we invite you to refer to the settings options of your account, which differ depending on the platform and operators, but allow you to control the data collected about you.

The fact that the disabling of certain types of cookies may have consequences on the use of our services. Indeed, the refusal or restriction of certain cookies may result in the limitation or restriction of access to a service, a page or content or, in general, a limited customer experience, which is characterized for example by the obligation to retype the same information several times in the fields to be completed.

For the record, please note that the activation of the DoNotTrack tool, which consists of including in the http header sent by your browser an indicator warning that you refuse to trace your navigation, prohibits the collection of your data from your browser, whose profile cannot be drawn in any case.

8. Evolution of this policy

This policy may be modified or amended at any time in the event of legal developments or changes in case law, decisions and recommendations of the CNIL or uses.

Online users will be informed of any new version of this policy by replacing the previous version of the policy with the new version.



9. Any question or concern on this policy ?

Should you have any question or concern on this cookies policy, please contact us:

UBICAST 6-8 rue André Voguet - 94200 Ivry-sur-Seine - FRANCE

Tel: +33 1 77 56 77 67 - contact@ubicast.eu

In the event where UBI CAST designates a Data Protection Officer, it undertakes to provide you with its contact details in a document later made available to you. You will then be able to contact the Data Protection Officer if you wish to obtain particular information or if you have any problem with the processing of your data.

For any other more general information on the protection of personal data, please refer to the Cnil website (www.cnil.fr).

In addition, you are legally entitled to file a complaint with the Cnil at the following address:

Service des plaintes de la Cnil, 3 place de Fontenoy – TSA 80751, 75334 Paris Cedex 07 – France, or by phone : +33 1 53 73 22 22.