

# Cookie Usage Policy

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# **1. The purpose of this policy**

Your privacy is a priority for us.

In this respect, we undertake to protect the personal data of our users (hereinafter referred to as "you") collected thanks to tracers, cookies, tags, (hereinafter referred to as "cookies") and to process them in compliance with the applicable regulations, in particular the law of 13 June 2005 on electronic communications.

## **2. The identity of the controller**

The person responsible for the processing of the data is the limited company Cartoonbase, incorporated and existing under Belgian law, with its registered office at rue du Mail 13-15, 1050 Ixelles, Belgium, registered in the Belgian commercial register of companies (Crossroads Bank for Enterprises) under company number 0461.125.924.

## **3. What is a cookie?**

### **3.1 Definition**

Cookies are text files that contain certain information that is downloaded to your device when you visit a website. Cookies are then sent back to the original website on each subsequent visit, or when you visit a site that recognises the cookie. They allow a website to recognise a user's device and often facilitate the user experience.

### **3.2 Types of cookies**

It is possible to categorise cookies on the basis of several criteria: their essential character, their retention period, their origin, or their purpose.

#### **3.2.1 Essential and non-essential cookies**

**Essential cookies** are cookies that are essential to the operation of our website. They allow you to browse our website and use the main features of our site.

**Non-essential cookies** are cookies that help personalise your user experience on our website but are not essential to its operation.

According to article 129 of the law of 13 June 2005 on electronic communications, your consent is not required for the activation of essential

cookies. Non-essential cookies cannot be used without your prior consent and are therefore the subject of the request sent to you via our cookie banner that appears on your first visit to our site.

### 3.2.2 Persistent and session cookies

**Persistent or permanent cookies** remain after the session is closed. They are kept on the user's device until they expire (all persistent cookies contain an expiration date) or until the user deletes the cookies. Persistent cookies are used to collect identifying information about the user (his behaviour during a surfing session, preferences for a specific website...).

**Session cookies** only last for the duration of the visit to a website (session) and are deleted when the user closes the browser.

### 3.2.3 Own and third-party cookies

**First-party cookies** belong to the site you choose to go to.

**Third-party cookies** are cookies related to the activities of third-party partners. They are imported from a site whose content can be accessed indirectly, for example via an image or a banner.

## 4. What cookies do we use and for what purpose?

Below is a list of our cookies and their characteristics.

Name	Purpose	Essential/ non-essential	Persistent/ sessional	Own/ third party + identity of third party	Duration of validity	
_ga	Statistics/counting and tracking of page views	Non-essential	Persistent	Third party: Google Analytics  Charter : <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	Two years	
_gid	Statistics/counting and tracking of page views	Non-essential	Persistent	Third party: Google Analytics  Charter : <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	One day	

_Gcl_au	Marketing/Tracking/Conversion registration and tracking	Non-essential	Persistent	Third party: Google Tag Manager  Charter: <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	Three months	
_fbp	Marketing/Tracking/Recording and tracking visits to multiple websites	Non-essential	Persistent	Third party: Facebook  Charter: <a href="https://www.facebook.com/policy/cookies">https://www.facebook.com/policy/cookies</a>	Three months	
pll_language	It records the visitor's preferred language to support multilingual websites.	Essential	Persistent	Own	One year	
utm_campaign	allows you to identify the name of the product campaign, its slogan or its promotional code.	Non-essential	Persistent	Third party: Google Analytics  Charter : <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	Two years	
utm_content	allows you to differentiate between similar content or links included in the same ad. For example, if you include two call-to-action links in the same email, you can use utm_content and assign different values to identify which version is more effective.	Non-essential	Persistent	Third party: Google Analytics  Charter : <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	Two years	
utm_medium	identifies the advertising or marketing medium (e.g. cpc, banner, e-mail newsletter).	Non-essential	Persistent	Third party: Google Analytics  Charter : <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	Two years	
utm_source UTM Source	allows you to identify, among other things, the advertiser, the site and the publication generating traffic to your property (e.g. google, newsletter4, poster).	Non-essential	Persistent	Third party: Google Analytics  Charter : <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	Two years	

utm_term UTM Term	is used to identify keywords associated with commercial links. If you are manually adding one to the purchased keyword campaigns, you must also use utm_term to specify the keywords.	Non-essential	Persistent	Third party: Google Analytics  Charter : <a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	Two years	
cb-enabled	This cookie is associated with a free script that displays a cookie alert notice on a website. It is used to record when the user rejected the notice so that it does not reappear on subsequent visits.	Essential	Persistent	Own	Two years	

## **5. How do I set the parameters for depositing cookies?**

You can enable, disable or delete cookies on your device via our settings centre, by clicking here [URL to where user can go to enable/disable cookies by category].

If you want to allow, reject or delete cookies on your device, you can also go to your browser settings. To do this, follow the instructions provided by your browser (usually located under the "Help", "Tools" or "Edit" tab). If you choose to disable cookies, some features of our website will not work. Rejecting a cookie or categories of cookies does not delete all cookies from your device, this deletion is a separate operation to be performed in your browser.

For your information, you will find below the pages explaining the procedure for some commonly used browsers:

Mozilla Firefox: <https://support.mozilla.org/fr/faq/cookies>

Google [https://support.google.com/accounts/answer/61416?hl=fr&ref\\_topic=2373959](https://support.google.com/accounts/answer/61416?hl=fr&ref_topic=2373959) Chrome:

Microsoft <https://support.microsoft.com/fr-be/help/4468242/microsoft-edge-browsing-data-and-privacy-microsoft-privacy> Edge:

Safari: <https://support.apple.com/fr-be/guide/safari/sfri11471/mac>

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

For third party cookies, you can also manage your consents by contacting the third parties directly via the links in the table listing all cookies.

## **6. What rights do you have and how can you exercise them?**

You will find a summary of your rights and a description of how to exercise them in our data protection charter <https://cartoonbase.com/en/privacy-policy/>.

## **7. Changes**

This policy is subject to change, particularly to take into account any legislative or regulatory changes and internal changes at Cartoonbase.

We invite you to consult this policy regularly so that you are always aware of how your personal data is processed and protected.

Date of last modification of this charter: 31/01/2022.