

## COOKIE POLICY

This Policy applies to the users of one or more **Applus+'s** websites (e.g. [www.applus.com](http://www.applus.com)) including the mobile versions of the websites owned and operated by **Applus+**.

In addition, this Policy sets out information about *cookies* and other tracking technologies used in the context of the Websites, mobile applications and online services that we provide to you (the "**Cookies**"). The "**Online Services**" refers to the Websites, mobile applications and all information and services provided to you in connection with your use of the websites, including newsletters, mobile applications, referral tools, sponsored content, advertising, email communication, SMS, online training.

You may be able to control whether or not you accept *Cookies* through the **cookie setting panel** or the settings of your own web browser or smartphone.

Furthermore, through the use of cookies, personal data is collected and processed. In this sense, we recommend visiting our [Privacy Policy](#).

### What are Cookies?

We use the term "*cookies*" to refer to all technologies which store and access information on the device that you use to access the Online Services, such as your computer, tablet or smartphone. For example, we use *http cookies*, which are small data files (typically made up of numbers and letters) that are downloaded when you access our Online Services and allow us to recognise your device.

We use *Cookies* to enhance the online experience of our visitors and to better understand how the Online Services are used. *Cookies* may tell us whether you have visited the Online Services before, or whether you are a new user.

### What types of *cookies* exist?

Please review this section which provides an overview of the typology of *cookies* that may be used in an online environment.

According to the ownership of the *cookie*, they may be classified as:

- (a) **First-party cookies:** They are those being sent to the user's computer or device from a computer or domain managed by the publisher himself, and from which the website requested by the user is being provided.
- (b) **Third-party cookies:** They are those being sent to the user's computer or device from a computer or domain that is not managed by the publisher, but by a different entity who processes the information collected through *cookies*.

According to the lifespan of the *cookie*, they may be classified as:

- (a) **Session cookies:** They are a type of *cookies* designed to collect and store information while the user visits a website.

- (b) **Persistent cookies:** They are a type of *cookies* in which the information stored in the computer or device may be accessed and processed over a period of time defined by the owner of the *cookie*, timeframe which can vary between a few minutes to several years.

According to the purpose of the *cookie*, they may be classified as:

- (a) **Analytical cookies:** They are those that, processed either by the publisher itself, or by third-parties, allow for the quantification of the number of users and thus the measurement and statistical analysis of the web's usage. To that end, an analysis of the users' browsing the web is carried out for the purpose of improving the products and services offered.
- (b) **Advertising cookies:** They are those that allow for the management, in the most effective way possible, of the advertising spaces that the publisher has included on a website, application or platform from which the requested page is provided, based on criteria such as the edited content or the frequency in which ads are being displayed.
- (c) **Behavioral advertising cookies:** They are those that allow for the management, in the most effective way possible, of the advertising spaces that the publisher has included on a website, application or platform from which the requested page is provided. In particular, these *cookies* store information on the users' behavior, obtained through the continuous observation of their browsing habits, allowing to develop a specific profile in order to display advertising based on the same. It is also possible that by visiting a website, or by opening an e-mail or a message containing an ad or a promotion, a *cookie* is installed on the user's browser for the purpose of displaying subsequent advertising related to previous searches and developing a control of the ads concerning, for example, the number of views, the location in which they appear, the times at which they are displayed etc.
- (d) **Technical cookies:** They are those that allow the user browse through a website, platform or application and use the different options or services provided therein, such as, web traffic management, information or session identification, access restricted content or sections, remember items included in an order, carry out the order purchase process, submit an application for registration or participation in an event, use security features while browsing, store content for video or audio broadcasting or share content on social networks.
- (e) **Personalization cookies:** They are those that allow the user to access the website, platform or application, using predefined generic features based on a series of criteria set by the user's computer or device, such as the language, the type of browser or the locale from which the website is accessed etc.

## Which *Cookies* do we use and why do we use them?

The following table sets out the different categories of *Cookies* that the Online Services use and why we use them.

Cookies Purpose	Cookie name	Source/Company	Cookie duration/lifespan	What these cookies do?	Is personal data transferred outside the European Union?
Essential	cmplz_marketing	a2m-industrie.fr	1 year	They are those that allow the user browse through a website, platform or application and use the different options or services provided therein, such as, web traffic management, information or Session identification, access restricted content or sections, remember items included in an order, carry out the order purchase process, submit an application for registration or participation in an event, use security features while browsing, store content for video or audio broadcasting or share content on social networks.	No
	cmplz_stats	a2m-industrie.fr	1 year		No
	complianz_policy_id	a2m-industrie.fr	1 year		No
	complianz_consent_status	a2m-industrie.fr	1 year		No
	SEARCH_SAMESITE	google.com	3 months		No
	CONSENT	google.com	17 years		No
	wide	Youtube	Session		No
	YSC	Youtube	Session		No
	PREF	Youtube	2 years		No
	CONSENT	Youtube	17 years		No
	GPS	Youtube	Session		No
VISITOR_INFO1_LIVE	Youtube	5 months	No		
Analytics	_gid	.google.com	1 day	They are those that, processed either by the publisher itself, or by third-parties, allow for the quantification of the number of users and thus the measurement and statistical analysis of the web's usage. To that end, an analysis of the users' browsing the web is carried out for the purpose of improving the products and services offered.	No
	_ga	.google.com	2 years		No
	gclid	.google.com	1 month		No
	OGPC	.google.com	1 month		No
	ANID	.google.com	7 months		No
	NID	.google.com	6 months		No
Advertising	Applus + does not store first-party advertising cookies, but a third party could collect anonymous information about your activity. <b>See Google's Cookies Policy:</b> <a href="https://policies.google.com/technologies/types?hl=en">https://policies.google.com/technologies/types?hl=en</a>				

## How can you exercise your choices regarding the installation/removal of *Cookies*?

You have the right to choose whether or not to accept *Cookies*. However, they are an important part of how our Online Services work, so you should be aware that if you choose to refuse or remove *Cookies*, this could affect the availability and functionality of the Online Services.

You may be able to control whether or not you accept *Cookies* through the cookie setting panel or the settings of your own web browser or smartphone. Your web browser or smartphone gives you the option to delete all *cookies*, including all of our *Cookies*. Please note, however, that disabling *Cookies* in your browser may result in preventing access to some or all of the features of our Online Services and we decline any liability in this respect.

Explanations about how to manage settings of your web browser is often provided by your web browser on the "*help*" menu of your browser.

You may allow, block, or remove *Cookies* installed on your own device by changing the configuration of your browser. For additional information on how to block *Cookies*, you may access the following sections and links concerning the most popular browsers:

- [Google Chrome](#)
- [Internet Explorer](#)



- [Mozilla Firefox](#)
- [Safari](#)

Please note that your choice to refuse *Cookies* is specific to the browser that you are using. So, if you make a choice to opt out from one device and you want your opt-out to apply to a different device as well, you will have to opt out from that device too.

As an additional step, with respect to third-party *Cookies* for the purpose of providing interest-based advertising, please note that certain third parties may be members of one of the following self-regulatory online behavioral advertising programs, with the following opt-out options:

- Network Advertising Initiative (NAI) - <http://www.networkadvertising.org/choices/>
- Google Analytics - <https://tools.google.com/dlpage/gaoptout>

If at any time you do not want your personal data to be used to enable third parties to display advertising to you or to customize the ads displayed to you, you may adjust your settings using the tools provided by such third parties (e.g. Google, Facebook) or through one of the above online behavioral advertising self-regulatory programs, provided that such third party is a member thereof.

Most mobile devices allow you to exercise control over tracking for advertising purposes through the "Limit Ad Tracking" option (more specific information for iOS devices can be found [here](#)), or the "Custom Ad Exclusion" option (more specific information for Android devices can be found [here](#)).

For further information about *Cookies*, including how to see what *cookies* have been set on your device and how to manage and delete them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

### **Contact us**

If you have any questions about our use of *Cookies*, please contact us at: [dataprivacy@applus.com](mailto:dataprivacy@applus.com).

**13th May 2021**