

## COOKIES CONSENT

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### I. PURPOSE

Castalis' strong commitment to the respect of the privacy of the Users of its website available at the following URL: [www.brulafine.com](http://www.brulafine.com) (the "Site") and to the controlled use of cookies, is illustrated through the implementation of this "Cookies Consent".

This Consent, an integral part of our General Conditions of Use and Sale (available under the headings "C.G.U." and "C.G.V." of the Site) has been drawn up by us so that all Users can be usefully informed about the cookies that may be installed on their terminal (smartphone, tablet, and computer) and the use that may be made of them, but also about the way in which they can be activated or deactivated according to the User's choices.

The cookies issued by Castalis or its partners are used for the purposes described in this Cookies Consent, subject to the choices of the User which will result from the settings of their browser software used during their visit to the Site and our Services.

#### 1 - What are "Cookies"?

When you visit the Site and our Services (which may include advertising content), with your Internet browser, information relating to the path taken by your terminal (smartphone, tablet, and computer) may be recorded in "Cookies" which are then installed on your terminal and/or your Internet browser. A "Cookie" is a text file that allows its issuer, during its period of validity, to recognize the terminal concerned each time this terminal accesses digital content containing Cookies from the same issuer. During your connections to the Site and our Services, cookies are installed on your terminal and/or your Internet browser to ensure the proper functioning of the Site and Services.

#### 2 - How are these Cookies used?

First of all, it is important to specify that only the creator of the Cookie is likely to read or modify the information it contains. External Cookies are likely to be included in the advertising spaces made available on the Site and the Services. These Cookies then allow advertising from advertisers to be displayed on your terminal.

There are various kinds of Cookies, here are their different categories:

- Browsing cookies (point 2a);
- Cookies for audience measurement and behavioral analysis (point 2b);
- Social network cookies (point 2c);
- Cookies issued by third parties via advertisements (point 2d)

##### 2a - Navigation cookies

These Cookies allow us to improve the performance of the Site and the Services offered in order to provide you with improved and optimized usage. These Cookies are deposited on your terminal without requiring your prior consent.

##### Functions :

- Optimization of the presentation of the Site and Services for your particular needs, for example, the language used, display resolution, display and navigation visually optimized for your terminal, your operating system, and your Internet browser, etc.;

- Saving information recorded during your use of the Site and Services, for example, your choice of language, your country, etc.;
- Access to the member area of the Site and the Services, for example, the area of your personal account, thanks to your identifiers, which you entrusted to us previously during prior access by checking the box "Remember me" during your connection;
- Implementing security measures, for example, when you are asked to log back into the Site and Services after a certain period of inactivity.

## **2b - Cookies for audience measurement and behavioral analysis**

These cookies allow us to establish statistics and volumes of traffic and use of the various elements that make up the Site and Services (content visited, search and use patterns, etc.), allowing us to optimize and improve them, for example, by modifying the ergonomics, the content offered or the ease of searching for the information sought.

## **2c - Social network cookies**

The Site and the Services allow you to share content on social networks. Social network sharing cookies are managed by the publishers of the social networks. We invite you to take note of the policy of management of the Cookies with the concerned publishers.

## **2d - Cookies issued by third parties**

The issue and use of Cookies by third parties are subject to their privacy policies. We inform you of the purpose of the Cookies we are aware of and the means by which you can make choices regarding these Cookies.

We use AdRoll/NextRoll to serve personalized advertising. For more information on how your personal information is used, follow the link: [Nextroll: Personal Information](#).

We use AdRoll/NextRoll to serve ads for advertising and ad personalization. To view more information about how your personal data is used, click the following link: [Nextroll: privacy policy](#).

We use Sovendus GmbH to distribute coupon code offers. To view more information about how your personal data is used, click the following link: [Sovendus: privacy policy](#).

We use Sovendus GmbH to serve promo code offers. To view more information about how your personal data is used, click the following link: [Sovendus: privacy policy](#).

## **2e - Google Analytics Ad Features Policy.**

Google Analytics Advertising Features enable Analytics features that are not available in standard implementations.

These include the following features:

- Remarketing with Google Analytics
- Reporting on impressions on the Google Display Network Google Analytics
- Reporting on demographic and interest performance integrated services that require Google Analytics to collect data about our traffic via advertising cookies and anonymous identifiers.

These advertising features are enabled on Brulafine, so we allow Google Analytics to collect data about our traffic via Google advertising cookies and anonymous identifiers, in addition to the data collected via the standard Google Analytics implementation. Regardless of the means used to send our data to Google Analytics (e.g., via the Google Analytics tracking code, the Google Analytics SDK, or the measurement protocol).

As such we inform our visitors that:

- That Brulafine uses the Google Analytics program.

- That we (and third-party vendors) jointly use proprietary identifiers or cookies (such as the Google Analytics cookie), as well as third-party identifiers or cookies (such as Google advertising cookies).
- That you can opt-out of Google Analytics advertising features, including through your ad settings, mobile app ad settings, or any other available means [e.g., through the Network Advertising Initiative (NAI) opt-out page].
- That Google offers a [Google Analytics opt-out add-on for the web](#).

## **- Third-party applications integrated into the Site and Services**

We may include on the Site and the Services, computer applications from third parties, which allow you to share our content with other people or to let these other people know your consultation or your opinion concerning the content of the Site or the Services. This is notably the case with the "Share" and "Like" buttons from social networks such as "Facebook", "Twitter", "Google+", "LinkedIn", etc.

The social network providing such an application button is likely to identify you thanks to it, even if you did not use this button when consulting the Site and the Services. Indeed, this type of button may allow the social network concerned to track your browsing on the Site and the Services, simply because your account with the social network concerned was activated on your terminal (open session) during your browsing.

We have no control over the process used by social networks to collect information about your browsing on the Site and the Services, and associated with the personal data they hold. We invite you to consult the privacy protection policies of these social networks in order to learn about the purposes of use, including advertising, of the browsing information they may collect through these application buttons. These protection policies must allow you to exercise your choices with these social networks, in particular by setting up your user accounts for each of these networks.

## **- Third-party content displayed in our advertising spaces**

The advertising content (graphics, animations, videos, etc.) displayed in our advertising spaces may contain Cookies issued by third parties: either the advertiser at the origin of the advertising content in question or a company outside the advertiser (communication consulting agency, audience measurement company, targeted advertising provider, etc.), which has associated a Cookie with the advertising content of an advertiser.

Where applicable, the Cookies issued by these third parties may enable them, during the period of validity of these Cookies, i) to recognize your terminal during its subsequent navigation on any other site or service on which these advertisers or these third parties also issue Cookies and, ii) where applicable, to adapt these third-party Sites and Services or the advertisements that they broadcast, to the navigation of your terminal of which they may be aware.

## **3 - How are the Cookies that accompany our advertising content broadcast by third parties used?**

When you access a site, service, or application containing advertising space that displays one of our advertisements, it may contain a Cookie, which is likely, subject to your choices, to be recorded in your terminal and to allow us to recognize the browser of your terminal, for the duration of the validity of the Cookie concerned.

Cookies embedded in our third-party advertisements are used for the purposes described below.

### **Functions:**

- Counting the number of displays and activations of our advertising content disseminated on third-party sites/services/applications, identifying this content and these sites/services/applications, determining the number of users who clicked on each piece of content;
- Calculation of the sums due to the actors of the chain of advertising diffusion (communication agency,

advertising agency, site/support of diffusion) and establishment of the related statistics;

- Optimization of the presentation of the Site and the Services to which our advertising content leads on your terminal (language used, display resolution, operating system used, type of terminal used, and localization data with your prior consent) during your visits to the Site and the Services.

#### **4 - What happens if a terminal is used by several people?**

If your terminal is used by several people or if the same terminal has several browsers, we cannot be sure that the services and advertisements intended for your terminal correspond to your own personal use of this terminal and not to that of another user.

In such a case, sharing with other people to use your terminal and the configuration of the parameters of your browser with regard to cookies is your free choice and your full responsibility.

#### **5 - Managing your cookies?**

Several possibilities are offered to you to manage your cookies. Please note that any settings you may select may modify your Internet browsing and your conditions of access to certain sites and services that require the use of cookies.

## **II. AGREEMENT ON COOKIES**

You give your consent:

- By clicking on the "OK" button on the information banner visible when you first connect to the Site and Services;

- By continuing your navigation after this validation, i.e. when you click on an element of the Site or Services (image, link, etc.), or when you go to another page of the Site and Services.

You can change this setting at any time through the choices offered to you by your browser software.

If you have accepted in your browser software the recording of cookies from the Site or the Services in your Terminal, the cookies integrated into the pages and content that you have consulted may be stored temporarily in a dedicated space in your Terminal. They will be readable only by their issuer, and only for the duration of their existence. Some cookies may only be used for a single day.

## **III. REFUSAL OF COOKIES**

If you refuse to accept cookies on your terminal or if you delete those already stored, you will no longer be able to benefit from a certain number of functionalities that are nevertheless necessary to navigate in certain areas of the Site and Services. For example, if you wish to access the Site or Services requiring password-protected identification.

Where applicable, we decline all responsibility for the consequences related to the limited or degraded functioning of the Site or Services resulting from your refusal of Cookies or our inability to record or consult the Cookies necessary for the proper functioning of the Site and Services.

#### **- Browser software and changes to cookie management**

You can configure your browser software so that Cookies are stored in your terminal or, on the contrary, that they are rejected, either systematically or according to their specific sender. You can also configure your browser so that you are offered the option of accepting or rejecting cookies from time to time or systematically before a new cookie is stored in your terminal.

For the management of Cookies, the configuration of each Internet browser is different.

It is described in the help menu of your browser at these Internet addresses:

Chrome™: <http://support.google.com/chrome/bin/answer.py?hl=fr&hlrm=en&answer=95647>

Firefox™: <https://support.mozilla.org/fr/kb/activer-desactiver-cookies>

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

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

Safari™ : [https://support.apple.com/kb/PH21411?viewlocale=fr\\_FR&locale=fr\\_FR](https://support.apple.com/kb/PH21411?viewlocale=fr_FR&locale=fr_FR)

## **- Inter-professional platforms**

You can connect to the Youronlinechoices.com site, proposed by the digital advertising professionals grouped together within the European association E.D.A. (European Digital Advertising Alliance). You will be able to find out which companies are registered with this platform and which offer you the possibility of refusing or accepting the cookies used by these companies to adapt the advertisements likely to be displayed on your terminal according to your browsing information.

Internet address: <http://www.youronlinechoices.com/fr/controler-ses-cookies/>

This European platform is shared by hundreds of Internet advertising professionals and constitutes a centralized interface allowing you to express your refusal or acceptance of cookies that may be used to adapt the advertisements that may be displayed on your terminal according to your browsing habits. Note that this procedure will not prevent the display of advertisements on the websites you visit. It will only block technologies that allow us to tailor ads to your interests.