



# Cookie Policy

## COOKIE MANAGEMENT

This page contains information on any cookies likely to be saved in your device, whether it be your computer, cell phone, tablet or smart TV, when visiting (i) the LEXTRACTIV website, accessible at [www.Lextractivinternational.com](http://www.Lextractivinternational.com) and elsewhere, including its local or specific extensions ([insights.lextractivinternational.com](http://insights.lextractivinternational.com)), and/or (ii) LEXTRACTIV apps.

## WHAT ARE COOKIES?

Our main aim is to ensure that you receive a reliable, effective, and functional service when browsing on our site. On occasion, services provided on the internet need to save certain information on your device (computer, cell phone, tablet...) using small files known as « cookies ».

These text files are saved on your computer when you visit a site or view an ad. Your web browser handles them and only the issuer of a cookie is likely to read the information it contains.

## LEXTRACTIV uses cookies on its site to:

- Measure and analyze the audience for each page in order to subsequently improve the ergonomics, browsing, or visibility of content;
- Measure the reliability of its site by analyzing the number of visits to its pages in real time, and offer varied ads that are adapted to users' areas of interest;
- Recognize previously identified users whenever they connect (so users are not repeatedly asked for their username and password for each web page they visit).

Cookies may also be saved by social media tools if you use these functionalities (LinkedIn, Facebook, Twitter, etc.), and they can be divided into three types: functional cookies, advertising cookies, and social network cookies.

Besides how they are used, cookies may also be classified according to their issuer:

- **Internal cookies** are saved directly by LEXTRACTIV (also called first-party cookies);
- **Third-party cookies** are saved by LEXTRACTIV partners, which are usually advertising partners.
- **Third-party cookies** are saved by LEXTRACTIV contracted companies such: Cloudflare, Google or Amazon which are usually securing our website or storing our data.

Cookies may consist of « session » cookies that only last for as long as the site is being visited, or may consist of cookies of a longer duration, which allow information from one visit to be memorized until the next.

## **WHAT ARE THE COOKIES ISSUED ON OUR SITE USED FOR?**

### **Internal cookies**

Internal cookies that are directly saved by LEXTRACTIV are mainly functional cookies. They are saved on your device primarily for the browsing needs on our site, identification, and for the optimization and personalization of our services and content.

These functional cookies serve the following purposes:

User authentication cookies: Authentication cookies allow you to access your account using the username you have already provided us with.

Personalization cookies: Personalization cookies make it possible to adapt the appearance of our site to the display preferences on your device (language, display resolution, operating system, security settings, etc.) whenever you visit our site, all according to the tools and software for viewing and playing media present on your device.

Statistics cookies: Statistics cookies allow us to ascertain the use and performance of our site and improve its functioning. To accomplish this, these cookies track your browsing in order to establish website traffic statistics. For the most part, these cookies are saved and used by LEXTRACTIV.

Audience measurement cookies: LEXTRACTIV uses audience measurement cookies (including Google Analytics & Cloudflare to view performance and security statistics for leextractivinternational.com) to obtain anonymous visitor statistics for its site, which are then used to optimize it by analyzing the browsing activity of users and detecting any potential malfunctions.

Most internal functional cookies expire at the end of your visit to our site. Others have a longer duration, although, in accordance with current regulations, this never exceeds 13 months.

### **Cookies saved by third parties**

These are cookies saved on your device by non-affiliated companies when you browse on our site, or when you click on an advertisement on our site.

### **Cookies saved by partners**

Advertising cookies are saved by non-affiliated companies (like advertisers, advertising agencies, communications consulting agencies, audience measurement companies, providers of targeted advertising, etc.

### **Social network cookies (Facebook, Twitter, LinkedIn, etc.) generated by share buttons**

We are likely to include computer applications originating with third parties on our site. These applications allow you to share content from our site with third parties. These include "Share" and "Like" buttons from social networks like Facebook, Twitter, LinkedIn.

Social networks providing a share button will likely identify you using this function, even if you have not used this button during your visit. This button can allow the social network in question to track your browsing behavior on our site simply because your social network account was activated on your device (open session) during your visit.

We have no control over the process used by social networks to collect information on your browsing of our site and information pertaining to the personal data in their possession. We suggest you consult the privacy protection policies of these social networks to learn about browsing information collected by them through the use of these application buttons (e.g., for advertising), and ways to disable their tracking functions.

## **ACCEPTING OR REFUSING COOKIES**

When you visit the LEXTRACTIV website for the first time, a banner in the bottom of the page informs you on the use of cookies and provides a direct link to this information page. If you confirm your acceptance of cookies by closing the banner, or if you continue to browse the site, it is considered that your consent has been obtained. The cookie acceptance banner will no longer display on your screen.

You may still choose at any time to delete or disable all or part of these cookies using your browser or professional platforms for this purpose, with the exception of the functional cookies necessary for the site to function, as indicated above.

### **Choices available through your browser**

All browsers offer configuration options to:

- Inform you on the cookies saved on your computer;
- Allow you to accept or refuse them, on either a case-by-case basis or outright.

The configuration of each browser is different. We suggest you consult the help menu on your browser in order to configure your browser as you wish.

### **Consenting to cookies**

The saving of a cookie on a device is governed by user-defined settings for the user's browsing software. If you have accepted the saving of cookies by your browser, they will be integrated into the pages and content you have viewed and may be temporarily stored in a dedicated location on your device. They will only be readable by their issuer.

### **Refusing cookies**

There are different options for refusing cookies, which may impact the functioning of the service you request on our site.

### **How to implement your choice according to the browser you use?**

When it comes to managing cookies and your choices, the configuration of each browser is different. More information can be found in the help menu of your browser, which will inform you on the proper procedure to follow:

- [Microsoft Internet Explorer](#)
- [Google Chrome](#)
- [Safari](#)
- [Firefox](#)
- [Opéra](#)

At any time you may view the cookie management settings used by your browser, and delete any cookies it has stored, which must be done one by one.

### **Do Not Track**

Finally, you may configure the browser on your device to send a code informing websites that you do not wish to be tracked. This option is often called “Do Not Track” and can be accessed at the following links for the main browsers listed below:

[Internet Explorer™](#)

[Safari™](#)

[Chrome™](#)

[Opera™](#)

[Microsoft Edge™](#)

However, we draw your attention to the fact that we cannot guarantee that this choice will always be acted on by independent non-affiliated companies. Therefore, on its own, this option does not represent a solution for refusing all cookies.

### **Choices available through professional platforms**

The website <http://www.youronlinechoices.com>, published by the European Digital Advertising Alliance (EDAA) a group of advertising professionals, allows you to accept or refuse cookies used by companies registered with the site when you visit their services.

DAAC - Digital Advertising Alliance Canada <https://youradchoices.ca/choices/>

The refusal of cookies will not prevent the display of advertising on our site. However, its content will no longer be adapted to the browsing data from your device.

**NOTICE:** *We remind you that refusing cookies is likely to modify the terms of your access to our site as well as its use (viewing our videos, saving and identifying information, receiving personalized recommendations, etc.). Consequently, we invite you to configure your cookies using the methods explained above, keeping in mind their purpose.*