Cookie Policy

This Cookie Policy describes how Krealinks uses cookies and similar technologies to collect and store information when you visit this website (the "Site").

Should you have any questions regarding this Policy, you can contact our Privacy Officer by email at info@krealinks.com or by mail at:

Krealinks
34 boulevard des Italiens 75009 Paris
France
Attention: Privacy Officer

What are Cookies?

When you visit the Site, Krealinks or a third party may send you a cookie. Cookies are small text files that may be placed in your browser directory on your computer or mobile device. When a website is accessed, a cookie that is placed on a device will send information to the party that has placed the cookie. Cookies are extremely common and used on most websites. Each cookie will typically contain the name of the domain from which the cookie has come, the "lifetime" of the cookie, and a value (usually a unique number). In general, the purpose of cookies is to improve the performance of the Site and your experience while visiting the Site. Cookies help make your visits easier by recognizing you upon return and providing a customized experience.

Cookies also allow us to do useful things; for example, cookies allow us to find out whether you have visited the Site previously. Cookies help us make the Site work more efficiently, enable extra functionality, and provide us with additional information about your visit. Cookies also allow us to track overall Site usage and determine areas that users prefer.

We use the following cookies:

Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

Analytical/performance cookies. They allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

Functionality cookies. These are used to recognize you when you return to our website. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

Targeting cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

The use of cookies on our community platforms

We also use cookies as part of our surveys that you may agree to participate in from time to time.

Krealinks platform sets a number of cookies in order to function properly and to facilitate authentication, remember preferences, and maintain sessions. Krealinks clients who use the Krealinks platform, their community members, and Krealinks' own community members will receive these cookies when interacting with the platform. Generally, users and community members may not opt-out of these cookies directly, and we recommend that they do not delete or block these cookies to ensure a proper user experience. Most of these cookies are proprietary, although a small number are generated by third-parties including Google Analytics. These third-party cookies help Krealinks measure how users and panelists interact with the platform, and do not store any personal information.

Linking of cookie data with other data

Information gathered through usage of a cookie is not generally linked to any direct personal identifiers (e.g., your name or e-mail address). Once you submit personal data on our sites however (e.g., by signing up to receive information from us, become a customer, etc.), we may link such personal data with cookies or other data that are associated with your visit(s) to our Site. This linkage allows us to create a 'profile' of your preferences so that we may tailor Site content, offers, and promotions to your interests.

Google Analytics

This Site uses Google Analytics, a popular website analytics service of Google Inc. ("Google") which sets its own cookies. Google uses this information on behalf of the Site in order to analyze the use of the Site, to compile reports on Site activities, and to provide further services in connection with the Site. The IP address transmitted by your browser within the context of Google Analytics will not be combined with other Google data.

Disabling, Deleting, or Opting Out of cookies

If you do not want to have cookies placed on your device by third parties, many of them offer ways to opt-out.

In addition, most web browsers allow you to view and control most cookies through browser settings. You may refuse the use of cookies by selecting the appropriate settings on your browser to decline cookies. You may also delete existing cookies through your browser.

Please note that if you delete cookies, or visit from another browser or device, you may need to set your preferences again including opt-out preferences. If you disable cookies, you may not be able to use the full functionality of the Site. In particular, you may have limited access to some areas or be transitioned to a different experience.

Similar Technologies

There are other technologies that perform a similar function to cookies. These include web beacons and clear gifs, local shared objects (also known as "LSOs" or "Flash cookies"), and digital fingerprints. These technologies may be used in conjunction with cookies to help us generate additional functionality and data:

Web beacons/clear gifs – When we send you newsletters or other messages we use these technologies so that we can track email open and click rates, which in conjunction with cookies helps us understand your interests and send you more relevant, targeted messages.

Digital fingerprinting – When you become a member of our communities, we may use "digital fingerprinting" technology to help us uniquely identify you, and to ensure the integrity of survey results by suppressing duplicate accounts, fraudulent surveys, and fraudulent responses. To create the digital fingerprint, we use third party technology to collect data points about your computer and to generate a unique identifier by combining those data points. This digital

fingerprint cannot reveal your personal identity on its own, and your personal information is not transferred to any third party via the digital fingerprint without your consent.

Local shared objects ("LSO's" or "Flash cookies") – When you interact with certain functions of the site such as viewing videos, LSOs may be used by third parties to store information on your computer. LSO's differ from regular cookies in a number of ways, including their storage location, which means that they cannot be deleted using any of the instructions described previously.

Do Not Track Signal

Some browsers allow you to send a 'Do Not Track' request when you visit a website. Aside from the cookie related settings listed above, this Site does not process Do Not Track signals sent by your browser.

Changes to this Policy

We may change the information contained in this Policy at any time at our sole discretion so please review it periodically.