

## What is a tracker or cookie?

The term 'cookies', in the broad sense, covers all trackers stored and/or scanned, for example when visiting a website, reading an installation e-mail or using a software program or mobile application.

The cookies on our site carry out numerous functions. For example, they enable you to browse smoothly between pages, register your preferences and enhance your overall experience of the site.

EU directive 2009/136/EC stipulates that we are authorised to place cookies on your computer on condition they are essential for this site to operate. However, for all other types of cookies, we are required to request your permission.

## **2. Why does Econocom use cookies?**

The different types of cookies that Econocom uses on its Website fall into the following categories:

- Technical cookies: These enable us to register your settings choices predefined in your browser in order to provide you with enhanced functionalities that are more suited to your browsing habits. For example, a technical cookie may take account of your choice of language in your browser. These cookies cannot track your browsing activity on other sites and do not gather any information about you that could be used for advertising purposes.
- Tracking cookies: These enable Econocom to gather information about the way visitors use Econocom sites, such as the pages most visited or the number of visitors. This information is used to measure activity at these sites. This analysis of the data about the use of a service by online visitors enables improvements to be made to that service. All information collected by these cookies is anonymous and is collected for the sole purpose of developing and monitoring traffic trends on our site.
- Social network cookies: These enable the sharing of content from our site with other people via social networks. When you use the share buttons, a third-party cookie is installed. If you are connected to a social network when you browse on our site, the share buttons enable the content viewed to be linked to your user account on the social network. If you do not want the social network to link the information collected via our site to your user account, you need to disconnect from the social network beforehand.

### **3. Information about and objecting to cookies**

#### ➤ Tracking cookies:

- Google Analytics: <https://tools.google.com/dlpage/gaoptout?hl=fr>

#### ➤ Social network cookies :

- Facebook <https://www.facebook.com/about/ads>
- LinkedIn: [https://www.linkedin.com/legal/cookie-policy?\\_l=fr\\_FR](https://www.linkedin.com/legal/cookie-policy?_l=fr_FR)
- Twitter: <https://support.twitter.com/articles/20170518>
- Vimeo: <https://vimeo.com/privacy>
- YouTube: <https://policies.google.com/privacy?hl=fr&gl=fr#infosecurity>.

### **4. Managing cookies on your browser**

If you do not want to receive cookies or if you wish to be notified of their use, you can define such wishes in your Web browser. The ways of setting and removing cookies vary.

Below are the ways for the main popular browsers:

- Firefox :  
<http://support.mozilla.org/fr/kb/Activer%20et%20d%C3%A9sactiver%20les%20cookies>;
- Chrome:
- Internet Explorer: <http://windows.microsoft.com/fr-FR/windows-vista/Block-or-allow-cookies>;
- Safari: <http://www.apple.com/fr/privacy/use-of-cookies>;
- Opera: <https://www.opera.com/help/tutorials/security/privacy/>

### **5. Management tools for cookies**

There are numerous tools on the market that are simple to use and free of charge that enable you to manage and block cookies and other trackers according to your needs. Here are a few examples:

- YourAdChoices: <http://youradchoices.ca/fr/retrait/>
- Ghostery: <https://www.ghostery.com/fr/>
- Disconnect: <https://disconnect.me>

### **6. Privacy Charter**

For details of our Privacy Charter, click [here \(link to be adapted\)](#).