

# Digital data policy

## Why was this policy adopted?

Our goal is to be transparent with you. Accordingly, we adopted this policy to describe how we use cookies when you visit our website. You can customize your preferences and refuse our cookies at any time.

This policy complements our [Privacy Policy](#) and should therefore be read together for a full understanding of our practices and your rights with respect to the protection of personal information. Please note that this policy only applies to our website.

Please note that we are gradually introducing our banner on the use of cookies on our website. During this short transition period, the site may not save your preferences, but all changes will be saved in the near future.

## What are cookies?

A “**cookie**” is a small electronic file stored on your device by your web browser when you visit a website. Cookies allow us to retain information about you (as described below) to recognize you when you visit our website.

The word “browser” refers to the software that allows you to access the Internet, such as Chrome or Firefox. The word “device” refers to your computer, smartphone, tablet, or any other device used to access the Internet.

Cookies can either be **temporary** or **persistent**: **temporary** means they are deleted from your device after your browsing session and browser are closed, and **persistent** means they are stored on your device until their deletion.

In this policy, the term “**cookies**” also includes similar technology used by us or our partners to analyze a user’s browsing habits and device data.

## What types of information can be stored in a cookie?

With your approval (except where a cookie is necessary), the following information may be stored by a cookie on your device in a temporary or persistent manner:

- The point of entry of your visit to our website (e.g., social media, email, website, etc.);
- Your activities on our (e.g., day and hour of the beginning and end of your visit, pages visited, clicks, forms started or completed to sign up for a product, etc.);
- Advertising and links you clicked on;
- The type and version of your browser (e.g., Chrome or Firefox);
- The type and version of your operating system (e.g., Microsoft or iOS);
- The type and model of your device (e.g., smartphone, tablet, or computer); and
- Any other information you provide to us while using our website (e.g., language preference and sign-in credentials) or that allows us to respect your preferences regarding the use of cookies.

While IP addresses are not stored by cookies, they may be transmitted to our partners when you approve the use of cookies. An IP address is the numeric code used to identify a device connected to the Internet. The IP address may locate the region and Internet service provider of a device.

## What types of cookies do we use and for what purposes?

With your approval, we use the following optional cookies on our website for the purposes identified below:

- **Cookies to measure and analyze traffic and improve your browsing experience:** These cookies allow us and our partners to better understand your use of our website and evaluate its performance to improve your browsing experience.
  - They allow us to understand how you arrive at our website and how you use them to improve performance, for example, by compiling statistics and visit volumes (e.g., pages consulted and browsing routes).
  - They are disabled unless you authorize them. If you refuse them, you will still be able to access our website

- **Cookies for offering personalized offers and services:** These cookies allow us and our partners to define audiences (users with similar interests), share personalized offers and services, and measure the performance of our advertising campaigns.
  - These cookies record the pages you visit through our website to determine your interests and the links you click on. This enables both us and our partners to share offers and services with you that correspond to your interests. They can also be used to define audiences, allowing us to personalize and measure the effectiveness of our advertising campaigns for targeted users. By refusing these cookies, we will not be able to customize ads according to your interests.
  - These cookies are disabled unless you authorize them. If you refuse them, you will still be able to access our website.

**Essential cookies:** These cookies contribute to the proper functioning and security of our website. They cannot be disabled.

- For example, they can be used to collect sign-in credentials that secure your connection, customize the interface (e.g., language choice), and remember your preferences.

## Who places cookies on my device?

When you authorize the use of cookies on your device, cookies may be stored by us.

Our partners' cookies, known as “third party cookies,” also allow them to access the information they contain (e.g., your browsing statistics) and handle it in accordance with their privacy and cookie policies.

## How long do we keep your cookie preferences?

We store your cookie preferences for 6 months. Once this period has expired, we present our cookie banner to you again so that you may indicate your preferences anew.

However, for users of certain browsers such as Safari and Firefox, this storage period may be different. Some browsers erase cookies automatically, including

those which allow your browser to retain your cookie preferences, after a set number of days. This means that, if you use one of these browsers, our cookie banner may be presented to you sooner than the 6-month delay described above. For further details, please consult your browser's user guide.

Additionally, our cookie banner may be presented to you again if you erase cookies or if we modify our website.

## How can I manage the cookies used by the website, or modify my cookie preferences?

At any time, [you can refuse cookies that are not necessary for the proper functioning and security of our website \(mandatory\). You can also modify or accept your cookie preferences again.](#) By refusing certain types of cookies, the content you view may not be tailored to your interests, but you will still be able to use our website.

## How to erase the information collected by cookies?

To delete cookies, you need to clear your browsing history by selecting cookies in your web browser. To erase this history, we invite you to consult your browser's user guide to know how to manually erase this data.

Our cookie banner enables us to modify the changes in real time. However, modifying your preferences does not erase information already stored by other cookies.

## Social media platforms and third-party sites

We are present on some social media services such as Meta and LinkedIn. When you interact with us via social media, you do so in accordance with the conditions and policies of these platforms.

Our websites may contain links to websites and services that are not our own. When you leave our website, this Policy therefore ceases to apply.

We invite you to carefully read the privacy and cookie policies for the social media platforms, other websites, and services before you provide them with any personal information.

If you have any questions about our Digital data policy or practices, we invite you to contact us at [info@heward.com](mailto:info@heward.com).

Effective date: July 2023