

# Cookie Policy

## ARTICLE 1 - COOKIES

Our websites use cookies.

Through the "*Cookie Policy*" page, you are informed about the cookies used on the Site. Cookies send information about you and your behavior on the Site to the development, project, and marketing teams of the technologies you use. You should be able to know what this information is, for what purposes it is used, and you have the right to object to its use.

### 1.1 Definition of cookies:

Cookies are small text files stored by your web browser that save certain settings and data to enable exchanges with our web server. In general, there are two types of cookies: session cookies, which are deleted as soon as you close your browser, and temporary/permanent cookies, which are stored for a longer period. This storage allows us to tailor our websites and services accordingly and to facilitate your use by saving, for example, certain data so that you do not have to re-enter it constantly.

According to the CNIL, cookies that require prior information and consent are:

- Cookies related to advertising operations.
- Social media cookies generated by social media sharing buttons when they collect personal data without the user's consent.
- Certain audience measurement cookies.

### 1.2 Types of cookies used and their purpose

For our services, the following categories of cookies are used:

**Essential cookies:** these are necessary for navigation and optimal use of the website. For example, these cookies ensure that selected products remain saved in your cart while you continue shopping. Essential cookies also save certain inputs and settings you have made, so you do not have to re-enter them constantly. Without essential cookies, the website cannot function properly or can only be used in a limited way.

**Performance cookies:** these collect data related to the device and access information to analyze how our websites are used, such as which parts of the website are visited and how (browsing habits), how quickly content loads, and whether errors occur. These cookies contain only anonymous or pseudonymous information and are used solely to improve our website.

### 1.3 Retention period

The maximum lifespan of cookies is 13 months. According to CNIL recommendations, once this period expires, the user's consent will be requested again upon their next visit to the Site.

### 1.4 Collection of user consent

Upon your first connection to the Site, a cookie management banner at the bottom of the screen describes how cookies are used on the Site. This banner explicitly requests the user's consent.

### 1.6 Managing cookie storage

From the first connection to the Site, and then annually, the user accepts or refuses cookies from the banner describing the purposes of cookie storage or only specific cookies. This action is not irreversible; at any time, the User can click on the "Cookie Management" button to allow or block cookie storage by services.

In general, the help function in your browser's menu bar tells you how to refuse new cookies and block already received cookies. For computers used by multiple people and set to accept cookies and Flash cookies, we recommend logging out when leaving our websites.

To allow or block third-party cookies directly from your web browser:

- Edge: click on "... " in the top right / Settings / Clear browsing data / Click on "Choose what to clear".
- Firefox: at the top of the browser window, click on the menu icon (three horizontal lines) / options. Click on the Privacy tab. Set retention rules to: use custom settings for history. Finally, uncheck the box to disable cookies.
- Safari: click on the menu icon in the top right of the browser (a gear symbol). Select Preferences. Click on Show advanced settings. In the "Privacy" section, click on Content settings. In the "Cookies" section, you can block cookies.
- Chrome: click on the menu icon in the top right of the browser (three horizontal lines). Select Settings. Click on Show advanced settings. In the "Privacy" section, click on Preferences. In the "Privacy" tab, you can block cookies.
- Internet explorer: click on the tool tab (gear icon in the top right) / Internet options. Click on Privacy and choose Block all cookies. Confirm with OK.

#### 1.7 Update policy

Our cookie policy is reviewed annually. If there are any changes, your previous acceptance will be revoked, and you will be informed via an alert message on the site upon your next connection.

#### 1.8 Contact:

The data protection officer (DPD) of 37DEUX is available for any inquiries at the following contact details:

Data protection officer 37 DEUX  
31 Allée Alain Gautier, 85340 Les Sables d'Olonne,  
France  
Email: [dpo@37deux.com](mailto:dpo@37deux.com)

#### **ARTICLE 2 – OPEN WEB ANALYTICS**

This site uses Open Web Analytics, a web analytics service provided by OWA. Open Web Analytics uses cookies, which are text files placed on your computer to help the website analyze user activity. The data generated by cookies regarding your use of the site (including your IP address) will be transmitted to and stored by OWA.

OWA will use this information to evaluate your use of the site, compile reports on site activity for its publisher, and provide other services related to site activity and internet usage. You can disable cookies by selecting the appropriate settings in your browser. However, disabling cookies may prevent the use of certain features of this site. By using this website, you expressly consent to the processing of your personal data by OWA under the conditions and for the purposes described above.