

COOKIE POLICY

May 25, 2018

1. WHO WE ARE

We are EURL Kayak Session Publishing, registered in France with offices at 1 rue des rivières, 69009 Lyon (France).

We provide a range of free and paid-for content services, which are available through our websites or our mobile and television applications worldwide (with content availability subject to geographic territories) (the "Services").

If you have any questions or need any help in relation to this Cookie Policy, please contact our Data Protection Officer at privacypolicy@kayaksession.com

2. WHAT IS A COOKIE?

A cookie is a small file of letters and numbers downloaded on to your computer when you access certain websites. Like virtual door keys, cookies unlock a computer's memory and allow a website to recognise users when they return to a site by opening doors to different content or services. Like a key, a cookie itself does not contain information, but when it is read by a browser it can help a website improve the service delivered.

Cookie files are automatically lodged into the cookie file – the memory of your browser – and each one typically contains:

- The name of the server the cookie was sent from
- The lifetime of the cookie
- A value – usually a randomly generated unique number

The website server which sent the cookie uses this number to recognise you when you return to a site or browse from page to page. Only the server that sent a cookie can read, and therefore use, that cookie. Source: <http://www.allaboutcookies.org/uk>

3. WHY ARE COOKIES USED ON OUR SERVICES?

Cookies are used to provide you with a good experience when you browse our website and to improve our Services. Cookies also help you navigate our website efficiently and allow us to perform certain functions, including website traffic analysis. Cookies may also recognise you on your next login and offer you content tailored to your preferences and interests.

Some cookies can collect personal information, including information you disclose like your username, or track you and build up a profile in order to deliver more relevant advertising content. For further details on how we use your personal information, please see our Privacy Policy.

4. WHO IS LIKELY TO PLACE COOKIES ON YOUR DEVICE, AND FOR WHAT PURPOSE?

(a) KSP

KSP may place cookies on your device for various purposes: to help you to navigate the Services more easily, to administer and provide the service to you and to deliver better and more personalised content on the Services.

The cookies we place enable us for instance:

- adapt the display format of the content and our Services to your device;
- track your navigation in order to identify your preferences in terms of content from the Services;
- offer you customised content on the Services based on your preferences identified via your navigation data;
 - If applicable, to help carry out any purchases you intend to make on the Services; and
- To recognise your device, so that you do not have to re-enter the same information each time you access the Services.

(b) THIRD PARTIES: SERVICE PROVIDERS, PARTNERS, ADVERTISERS, ADVERTISING SALES HOUSES

Third parties are likely to place cookies on your device.

We do not control the placing and use of cookies by third party companies and we are not responsible for third parties' use of cookies. These companies have their own privacy policies and data collection practices. Please refer to each third party company's privacy policy to better understand the controls available to you.

Third parties may place cookies on your device to provide audience-measurement and social-sharing functions and to customise content or advertising.

◆ **Measurement: Audience, Traffic, Technique**

Audience-measurement cookies are used by third parties to obtain information about your browsing patterns, so as to (among other things):

- Understand how you arrive at a website, and reconstruct your path;
- Count the number of visitors to the Services, with a view, in particular, to improving the content we offer;
- Compile traffic and/or conversion statistics; and
- Access your user account.

◆ **Social Media Share Buttons**

We may offer you the possibility to share the content on the Services with other people or render public your viewing or appreciation of such content by clicking on social media sharing buttons such as Recommend (Facebook, Google+), Tweet (Twitter) or Send by email.

Even if you do not use social media share buttons when visiting the Services, the social networks that provided the buttons can identify you through them. Indeed, the mere fact that your account with a social network is activated on your device (open session) when you browse the Services, can allow that network to monitor your navigation of the Services.

◆ **Advertising Spaces**

Cookies are likely to be placed on your device through advertising spaces on the Services.

These cookies may be set at the level of the advertising content displayed in our advertising spaces either by the advertisers themselves, or by their ad serving providers (third party ad servers) such as communications consultancies, audience measuring firms and targeted advertising providers: the cookies are associated with the advertising content.

The main purposes for which advertisers and third party ad servers use cookies are:

- Count the number of displays of advertising content in our advertising spaces, identify the advertisements displayed and calculate the amounts payable to the various advertising stakeholders (communications agency, advertising sales house, publishing medium, etc.);
- Compile statistics;
- Collect navigation data on devices browsing the Services and, for instance, limit the number of times an advertisement is displayed and/or enable advertisements to appear in a precise order;
- Recognise your device if and when you subsequently browse any third party website or service on which these advertisers or third party ad servers also issue cookies and, if applicable, adapt these third party websites and services, or the advertisements they show, to any navigation data from your device that may be known to them; and
- Determine whether a particular advertising campaign has produced the desired results by keeping track of how many people clicked on the advertising content or visited the advertiser's website after seeing the advertisement on the Services.

5. WHAT TYPES OF COOKIES DO WE USE AND HOW LONG DO COOKIES LAST?

Our Services use several types of cookies including:

- ***Session Cookies:*** Session cookies are created temporarily in your browser's subfolder while you are visiting a website and are automatically deleted when you

leave the website.

- ***Persistent Cookies:*** In contrast to session cookies, persistent cookies are re-activated when you return to the same website, and remain in your browser's subfolder until they expire (usually after 12 months).
- ***Secure Cookies:*** Secure cookies are a type of cookie which is transmitted over encrypted HTTP connection. When setting the cookie, the Secure attribute instructs the browser that the cookie should only be returned to the application over encrypted connections.
- ***Third Party Cookies:*** A third party cookie is one that is placed on your hard drive by a website from a domain other than the one you are visiting (e.g. when the website features content, such as ads, from a third party domain). Third party cookies are set so that a site can remember something about you at a later time. These cookies are set by third parties and we do not control how they are set.
- ***SameSite Cookies:*** SameSite cookies allow servers to assert that a cookie ought not to be sent along with cross-site requests, which provides some protection against cross-site request forgery attacks. SameSite cookies may not be supported by all browsers.

The types of cookies that may be used on our Services fall into one of four categories as follows:

- ***'Strictly Necessary' Cookies.*** These cookies are essential for the operation of our Services and enable you to access certain features. Without these cookies, we would be unable to provide you with the online services you request. These cookies do not track where you have been on the internet and do not gather information about you that could be used for marketing purposes.
- ***Functional Cookies.*** Functional cookies are used to recognise you when you return to our Services. They also remember your preferences (such as your username, language and region) on our Services and enable us to personalise our content for you. The information collected by these cookies is usually anonymised, so we cannot identify you personally. Functional cookies do not track your internet usage or gather information which could be used for selling advertising, but they do help with serving advertising.

- **Analytical Cookies.** Analytical cookies are used to monitor the performance of our Services. For example, they allow us to recognise and count the number of visitors and to see how visitors move around our Services when they are using it. The information provided by these cookies allows us to analyse patterns of user behaviour and we use that information to enhance user experience or identify areas of the Services which may require maintenance. All of the information collected by these cookies is anonymous and is only used for statistical purposes.

- **Targeting Cookies.** These cookies may be placed on your device by us or by trusted third parties. They remember that you have visited our Services and use that information to provide you with advertising which is tailored to your interests. This is often called online behavioural advertising (OBA) and involves the monitoring of interests based upon web browsing history. Your web browsing history can be used to infer things about you (for example, your age, gender etc.), and this information may also be used to make advertising on websites more relevant to you. Although behavioural advertising cookies can track your activity around the internet they cannot identify you personally, even if you are signed in to our Services. Without these cookies, online advertisements you encounter will be less relevant to you and your interests. If you would like more information about OBA, including how to opt-out of these cookies, please see below or visit www.youronlinechoices.com.

6. HOW CAN YOU CONSENT OR OBJECT TO COOKIES BEING PLACED ON YOUR DEVICE?

You can authorise, refuse or disable cookies by changing your browser settings. If you disable a cookie already installed on your browser, it will not be active any more, but it will not disappear from your browser until the end of its lifespan. Please note that blocking all cookies can render some of the Services unavailable to you or have a negative effect on the performance, efficiency or customisation of the Services. If you do not refuse or disable cookies as described in this section, you expressly consent to the setting and access of cookies by us and the third parties described above, subject to their privacy policies. Where the third party's privacy policy

indicates that consent is the legal basis for processing of personal data derived from any such cookie (including any use or sharing of such data), you also consent to such processing.

YOU CAN MANAGE AND CONTROL YOUR COOKIE SETTINGS VIA YOUR BROWSER

Each browser is configured differently. You should follow the instructions given by the publisher of your browser.

(b) SOCIAL MEDIA SHARING BUTTONS

The privacy policies of social networks should allow you to exercise your choices regarding cookies, typically by configuring your user account settings on each such network.

7. TO FIND OUT MORE ABOUT COOKIES

To find out more about cookies and obtain cookie management tools, please visit the following websites: www.allaboutcookies.org

8. FURTHER INFORMATION If you have any queries relating to this Cookie Policy please contact our Data Protection Officer at privacypolicy@kayaksession.com