

COOKIES POLICY

This Policy applies to the users of one or several **Applus+** websites (i.e. blog.applus.com), including the mobile versions of the Websites, that **Applus+** owns and operates.

Moreover, the Policy sets out information about *cookies* and other tracking technologies that are used in the context of the Websites, mobile apps and the online services we offer to you (the "**Cookies**"). The "**Online Services**" refer to the Websites, mobile apps and all information and services provided to you in connection with your use of the websites including newsletters, mobile apps, reference tools, sponsored content, advertising, email communication, e-training.

What are cookies?

We use the term '*cookies*' to refer to all technologies which store and access information on the device that you use to access the Online Services, such as your computer, tablet or mobile phone. For example, we use *http cookies*, which are small data files (typically made up of numbers and letters) that are downloaded when you access our Online Services and allow us to recognise your device.

We use *cookies* to enhance the online experience of our visitors and to better understand how the Online Services are used. *Cookies* may tell us whether you have visited the Online Services before, or whether you are a new visitor.

What types of cookies exist?

Please review this section which provides an overview of the typology of *cookies* that may be used in an online environment.

According to the ownership of the *cookie*, they may be classified as:

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| (a) <u>First-party cookies</u> : They are those being sent to the user's computer or device from a computer or domain managed by the publisher himself, and from which the website requested by the user is being provided. |
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- (b) Third-party cookies: They are those being sent to the user's computer or device from a computer or domain that is not managed by the publisher, but by a different entity who processes the information collected through *cookies*.

According to the lifespan of the *cookie*, they may be classified as:

- (a) Session cookies: They are a type of *cookies* designed to collect and store information while the user visits a website.
- (b) Persistent cookies: They are a type of *cookies* in which the information stored in the computer or device may be accessed and processed over a period of time defined by

the owner of the *cookie*, timeframe which can vary between a few minutes to several years.

According to the purpose of the *cookie*, they may be classified as:

- (c) Analytical cookies: They are those that, processed either by the publisher itself, or by third-parties, allow for the quantification of the number of users and thus the measurement and statistical analysis of the web's usage. To that end, an analysis of the users' browsing the web is carried out for the purpose of improving the products and services offered.
- (d) Advertising cookies: They are those that allow for the management, in the most effective way possible, of the advertising spaces that the publisher has included on a website, application or platform from which the requested page is provided, based on criteria such as the edited content or the frequency in which ads are being displayed.
- (e) Behavioral advertising cookies: They are those that allow for the management, in the most effective way possible, of the advertising spaces that the publisher has included on a website, application or platform from which the requested page is provided. In particular, these *cookies* store information on the users' behavior, obtained through the continuous observation of their browsing habits, allowing to develop a specific profile in order to display advertising based on the same. It is also possible that by visiting a website, or by opening an e-mail or a message containing an ad or a promotion, a *cookie* is installed on the user's browser for the purpose of displaying subsequent advertising related to previous searches and developing a control of the ads concerning, for example, the number of views, the location in which they appear, the times at which they are displayed etc.
- (f) Technical cookies: They are those that allow the user browse through a website, platform or application and use the different options or services provided therein, such as, web traffic management, information or session identification, access restricted content or sections, remember items included in an order, carry out the order purchase process, submit an application for registration or participation in an event, use security features while browsing, store content for video or audio broadcasting or share content on social networks.
- (g) Personalization cookies: They are those that allow the user to access the website, platform or application, using predefined generic features based on a series of criteria set by the user's computer or device, such as the language, the type of browser or the locale from which the website is accessed etc.

Which cookies do we use and why do we use them?

The following table sets out the different categories of *Cookies* that the Online Services use and why we use them.

Type of cookie (purpose)	Cookie name	Source/ Company	Cookie duration/ lifespan	What these cookies do	How to exercise your cookies choice
Session cookies	euCookie	WordPress	1 year	Registers the acceptance of the Cookies policy to avoid showing the message again.	You can control and delete these cookies through your browser settings. However, if you choose to do so, then you will not be able to use the full functionality of the online services.
Session cookies	PHPSESSID	WordPress	1 year	Registers the acceptance of the Cookies policy to avoid showing the message again.	You can control and delete these cookies through your browser settings. However, if you choose to do so, then you will not be able to use the full functionality of the online services.
Analysis cookies	_ga	Google Analytics	2 years	It allows the analysis of traffic and website usage to improve user experience.	You can control and delete these cookies through your browser settings. However, if you choose to do so, then you will not be able to use the full functionality of the online services
Analysis cookies	_gat	Google Analytics	1 minute	It allows the analysis of traffic and website usage to improve user experience.	You can control and delete these cookies through your browser settings. However, if you choose to do so, then you will not be able to use the full functionality of the online services
Analysis cookies	_gid	Google Analytics	24 hours	It allows the analysis of traffic and website usage to improve user experience.	You can control and delete these cookies through your browser settings. However, if you choose to do so, then you will not be able to use the full functionality of the online services
Function cookies	_unam _vwo_uuid_v2 contently_insights_user _gid _ga _gaexp	Sharethis.com	9 months to 2 years	Used by the <i>Sharethis</i> plugin to allow content sharing in social media	You can control and delete these cookies through your browser settings. However, if you choose to do so, then you will not be able to use the full functionality of the online services

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Cookies analyzed on May 11th 2018

How can you exercise your choices regarding the installation/removal of *cookies*?

You have the right to choose whether or not to accept *Cookies*. However, they are an important part of how our Online Services work, so you should be aware that if you choose to refuse or remove *Cookies*, this could affect the availability and functionality of the Online Services.

You may be able to control whether or not you accept *Cookies* through the settings of your own web browser or smartphone. Your web browser or smartphone gives you the option to delete all *cookies*, including all of our *Cookies*. Please note, however, that disabling *Cookies* in your browser may result in preventing access to some or all of the features of our Online Services and we decline any liability in this respect.

Explanations about how to manage settings of your web browser is often provided by your web browser on the "*help*" menu of your browser.

You may allow, block, or remove *Cookies* installed on your own device by changing the configuration of your browser. For additional information on how to block *Cookies*, you may access the following sections and links concerning the most popular browsers:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari](#)

Please note that your choice to refuse *Cookies* is specific to the browser that you are using. So, if you make a choice to opt out from one device and you want your opt-out to apply to a different device as well, you will have to opt out from that device too.

As an additional step, concerning third-parties *Cookies* aiming at providing you with interest-based advertising, please note that third parties can participate in one of the following self-regulatory programs for online behavioural advertising, with corresponding user opt-outs:

- Network Advertising Initiative (NAI) - (<http://www.networkadvertising.org/choices/>)

- Google Analytics - (<https://tools.google.com/dlpage/gaoptout>)

If at any time you do not want your personal data to be used to allow third-parties to display advertisements or to personalise advertisements displayed to you, you can adjust your settings by using the tools provided by these third-parties (e.g. Google, Facebook) or through one of the above self-regulatory programs for online behavioural advertising, if the third party participates in one of them.

Most mobile devices provide you control over tracking for advertising purposes via the “Limit Ad Tracking” setting (more specific information for iOS devices [here](#)) or the “Opt out of Interest-Based Ads” setting (more specific information for Android devices [here](#)).

For further information about *Cookies*, including how to see what *cookies* have been set on your device and how to manage and delete them, please visit www.allaboutcookies.org and www.youronlinechoices.eu.

Contact us

If you have any questions about our use of *Cookies*, please contact us at: data.privacy@applus.com.

[May 25th, 2018]