

Cookie management

ABOUT COOKIES

Cookies are small files stored on a user's terminal containing information about their browsing of a website's pages.

THE ROLE OF COOKIES ON THE ERAM.EU SITE

Cookies play an essential role in the way the ERAM.eu site functions. Their main purpose is to improve your experience on the site. For example, it is thanks to cookies that the ERAM.eu site remembers your basket so that you can make your purchases online. It is also thanks to them that we can offer you a selection of appropriate products and services. The cookies are issued by ERAM.eu or by third parties.

(1) COOKIES ISSUED ERAM.EU

Some cookies are used to improve the website presentation and information on proposed products (intended to make such information more relevant to your preferences). Cookies also allow to better adapt and personalise the offers you receive. Our cookies have several purposes:

- The cookies strictly necessary to browse the website;
- Cookies that allow you to identify yourself and therefore access your account, your shopping basket, etc.;
- Cookies that are used to memorise the elements that open on the site as windows (or other) and those already viewed during a previous visit, for example to avoid displaying the cookie information banner if you have already read it less than 13 months ago;
- Cookies used to adapt the website presentation to the your terminal's display preferences;
- Cookies used to create visitor statistics;
- Cookies that assess your overall use of the website;
- Cookies that are used to provide you with offers related to your interests.

(2) COOKIES ISSUED BY THIRD PARTIES

These cookies will not be stored by ERAM.eu, but by third party companies. They have different objectives:

- To target your centres of interest using the different pages you visit, to offer you relevant and appropriate advertising,
- To analyse website visitor numbers and propose statistics on its use,
- Improve user experience and overall website performance. "

Third party cookies on the ERAM.eu site:

| COOKIE TYPE | COOKIE NAME | COOKIE PURPOSE | COOKIE DURATION |
|--|----------------------|--|--|
| Analysis / User Experience | Google Analytics | To analyse the Internet user's browsing and to draw up visitor statistics using Google Analytics. Find out more | 13 months for cookie _ga 24 h for cookie _gid 1 min for cookie _gat 90 days for cookie _gac |
| Analysis / User Experience | Kaméléoon | Improve the user journey and personalise the user experience. Ergonomic testing by modifying the display of the site according to your profile. Find out more | 12 months |
| Targeting / Advertising | Effiliation / Amazeo | Advertising targeting. Find out more | 12 months |
| Segmentation / Profiling / User Experience | AdValo | Analyse browsing and purchasing behaviour to better target your interests and offer you personalised content (websites and advertisements). Find out more | 13 months |
| Targeting / Advertising | Bing Ads | Offer personalised advertising content. Find out more | 13 months |
| Analysis (exempt from consent) | AT Internet | Anonymously measure the site's audience using the AT Internet tool. Analysis of navigation and ergonomics, content viewed, traffic sources, order funnel and products purchased. Find out more | 25 months |

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|-------------------------|----------|---|----------|
| | | | |
| Targeting / Advertising | Numberly | Offer personalised advertising content. Find out more | 6 months |
| Targeting / Advertising | Facebook | Offer personalised advertising content. Find out more | 90 days |

(3) THE DIFFERENT TYPES OF COOKIES

There are 4 categories of cookies:

- Necessary cookies help make a website usable by enabling basic functions such as page browsing and access to secure website areas. The website cannot function properly without these cookies.
- Preference cookies allow a website to remember information that changes the way the site behaves or displays, such as your preferred language or your region.
- Statistical cookies help website owners to understand how visitors interact with websites by collecting and reporting anonymous information.
- Marketing cookies are used to track visitors through websites. The purpose is to display advertising that is relevant and interesting to individual users and therefore more valuable to third-party publishers and advertisers.

To find these cookies by category, click the following link: [types of cookies](#)

CONFIGURE YOUR BROWSER

At all times, you can decide to configure your browser to accept (systematically save all cookies issued on the visited website) or refuse (systematically refuse all cookies issued on the visited website) cookies.

Depending on what you want and the browser you are using, you must go to the page provided for that purpose to configure your computer, namely:

- For Internet Explorer: <http://windows.microsoft.com/en-us/internet-explorer/delete-manage-cookies>
- For Google Chrome: https://support.google.com/chrome/answer/95647?hl=fr&ref_topic=3421433

- For Mozilla Firefox: <https://support.mozilla.org/en-US/kb/block-websites-storing-cookies-site-data-firefox>
- For Safari: https://support.apple.com/kb/PH19214?locale=en_US&viewlocale=en_US
- For Opera: <http://help.opera.com/Windows/12.10/en/cookies.html>

SETTING AND/OR CHANGING YOUR PREFERENCES REGARDING COOKIES ON ERAM.EU

You can enable or disable the use of cookies by type by clicking on the following link: [choice of cookies](#)

DATA CONTROLLER AND DPO

The data controller is ERAM SAS, Route de Chaudron 49111 Saint Pierre Montlimart MONTREVAULT-SUR-EVRE, and the Data Protection Officer of the Eram Group is Céline Delaunay: dpo@eram.fr.