

## Cookie Policy

Version dated 15.06.2022

Association Bonnard Lawson, a Swiss association established in Lausanne (“**Association**”), operates the website hosted at the URL <https://www.bonnard-lawson.com/> (“**Website**”).

Whenever you use the Website, cookies and other tracking technologies can be used in various ways, such as making the Website work, to analyze traffic, or for advertisement purposes.

These technologies are either used by the Association directly or by its partners, including third-party service providers and advertisers the Association works with.

*Capitalized terms defined in the Terms of use available at the following URL [www.bonnard-lawson.com/terms](http://www.bonnard-lawson.com/terms) and in the Privacy Notice available at the following URL: <https://www.bonnard-lawson.com/privacy-policy> further apply to this Cookie Policy.*

### ARTICLE 1 COOKIES

Cookies are small pieces of text used to store information on web browsers (“**Cookie(s)**”). Cookies are placed automatically when you access certain websites, and they uniquely identify your browser. They are used to store and receive identifiers and other information on computers, phones, and other devices.

Concretely, a web server generates and sends Cookies to a web browser. The latter stores them for a predetermined period, or for the length of a visitor's session on a website. The relevant Cookies are attached to any future requests the visitor makes.

You can find more information about Cookies at: <https://gdpr.eu/cookies/>

Most browsers are set up to accept cookies, although you can reset your browser to refuse all Cookies or to indicate when a cookie is being sent.

**Note, however, that some portions of the Website may not work properly if you refuse cookies.**

### ARTICLE 2 TYPES AND PURPOSE OF COLLECTED COOKIES

To make full use of the Website, your computer, tablet, or mobile phone will need to accept Cookies.

**Cookies allow the Association to make the browsing experience better for you and to conduct Website analysis and Website performance review.**

Cookies can be persistent, or session related. Persistent Cookies remain stored on your device although you end the browsing while session related Cookies are deleted as soon as browsing ends.

The Association uses both session and persistent Cookies.

Specifically, the Association uses the following type of Cookies for the purposes explained hereunder:

#### (1) For statistics

Some Cookies store information like the number of visits on the Website, which pages of the Website have been visited, the source of the visit etc. (“**Statistics Cookies**”). This helps improve the way the Website works and to ensure that you are finding what you are looking for.

Statistics Cookies also help understand and analyze how well the Website performs and where it needs improvement. They allow the Association to recognise and count the number of visits of the Website and to see how visitors move around when browsing it.

The Association also uses Google Analytics Cookies as detailed hereunder at Article 5.

## **(2) For marketing**

The Website may display marketing communication and advertisements. Some Cookies record your visit to the Website, the pages you have visited and the links you have followed. Such Cookies are then used to personalize the advertisements and the marketing communication that the Association may show to you so that they are meaningful to you ("**Marketing Cookies**" and "**Targeting Cookies**").

Marketing Cookies also help keep track of the efficiency of these ad campaigns on the Website and may be further used by the third parties' ad-providers to display advertisements.

The Association uses clear gifs in our email marketing communications which is used to track the emails that are opened by the recipients. This information allows the Association to have accurate reports and improve the effectiveness of its marketing and make its services and the Website better for you.

## **(3) In relation to specific functionalities on the Website**

Some Cookies are essential for you to be able to experience the full functionalities of the Website ("**Essential Cookies**").

They are not used to collect or store any of your data which is personal in the meaning of data protection laws.

Other Cookies that may help certain non-essential functionalities of the Website ("**Functional Cookies**").

These functionalities include embedding content like videos or sharing contents on the Website but also on social media, or third-parties' websites and applications where the Association has official accounts.

## **(4) In relation to preferences on the Website**

Some Cookies further help store your settings and browsing preferences like language preferences so that you have a better and efficient experience on future visits to the Website ("**Preference Cookies**").

These Cookies are also used to recognize you when you return to the Website, remember your preferences, and maintain a personalised relationship with you.

## **ARTICLE 3 TYPE OF PERSONAL DATA PROCESSED THROUGH COOKIES**

The types of information that the Association collects through Cookies include:

IP address; device ID; viewed pages; browser type; browser version; browsing information; device; operating system; screen resolution; referrer; referrer type; entry; entry page; pages visited; links you click on the Website; Internet service provider; timestamp; whether you have responded to a marketing communication; the referring URL; date and time of connection to the Website; place of consultation of the Website; a geolocation data; time spent on the Website; language settings and preferences; and any others features used or activities engaged in within the Website.

## **ARTICLE 4 COOKIES' RESTRICTION AND CONSENT**

If you would prefer to restrict, block, or delete Cookies from the Website, you can use your browser to do so by proceeding as instructed on the help page of the said web browser.

For the Chrome web browser, please visit this page from Google:

<https://support.google.com/accounts/answer/32050>

For the Internet Explorer web browser, please visit this page from Microsoft:

<http://support.microsoft.com/kb/278835>

For the Firefox web browser, please visit this page from Mozilla:

<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>

For the Safari web browser, please visit this page from Apple:

<https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

You can opt out of Google Analytics tracking by installing the browser add-on which is available [here](#).

**IF YOU DECIDE NOT TO ALLOW US TO USE COOKIES, PLEASE BE AWARE THAT THE WEBSITE AND ITS FUNCTIONALITIES MAY NOT BE AVAILABLE IN AN OPTIMAL MANNER AS SOME COOKIES ARE ESSENTIAL TO ITS FUNCTIONING.**

## **ARTICLE 5    GOOGLE ANALYTICS**

The Website uses Google Analytics, an Internet site analysis service supplied by Google Inc. (“**Google**”). Google Analytics uses Cookies to help analyse the use made of the Website by its Visitors. The Cookies’ Data concerning your use of the Website (including your IP address) will be forwarded to and stored by Google on servers located outside of Switzerland.

Google will use these Personal Data to evaluate your use of the Website, compile reports on site activity for its publisher and provide other services relating to the activity of the Website and the use of the Internet. Google may release these data to third parties if there is a legal obligation to do so or when the third parties Process these data for the account of Google including, in particular, the publisher of the Website. Google will not cross-reference your IP address with any other data held by Google.

By using the Website, you specifically Consent to the Processing of your Personal Data by Google under the conditions and for the purposes described in this Cookies Policy and in the Privacy Notice available at the following address: XXXX

You may deactivate the use of Cookies by selecting appropriate parameters on your navigator (<https://tools.google.com/dlpage/gaoptout>). However, deactivation of this kind might prevent the use of certain functions of the Website.

## **ARTICLE 7    CONTACT**

To ask questions or make comments on this Cookies Policy or to make a complaint, please contact the Association by writing at: [privacy@bonnard-lawson.com](mailto:privacy@bonnard-lawson.com).

The Association will acknowledge and investigate any complaint pursuant to this Cookies Policy.