

COOKIE POLICY

When you visit our websites, some cookies or other tracking technologies may be stored on your device (computer, tablet or smartphone).

This Cookie Policy contains information on what cookies are, the type of cookies used by Havas websites, the purpose of such use, and your choices regarding cookies.

This Cookie Policy should be read together with Arena's Data Protection policy.

WHAT ARE COOKIES AND OTHER TRACKING TECHNOLOGIES?

Cookies are small text files which contain an amount of data generated when you browse on a website and installed in your internet browser. The other tracking technologies, such as web beacons, pixels or clear gifs, work similarly to cookies.

Cookies and other tracking technologies are used to monitor your activity on a website by enabling us (through first party cookies) or thirds (through third party cookies) to collect information about how you use the website and enhance the way it works and your visit on our website.

There are two types of cookies: session cookies and persistent cookies.

- Session cookies are temporary and therefore automatically deleted from your device every time you close your browser;
- Persistent cookies remain on your device for a period of time specified in the cookie and are activated every time you visit the website which installed it.

WHAT TYPE OF COOKIES DO WE USE AND FOR WHICH PURPOSE?

In order to improve your user experience on our websites, we may use the following types of cookies:

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms.

You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site.

All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site and will not be able to monitor its performance.

Functional Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages. If you do not allow these cookies, then some or all of these services may not function properly.

Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites.

They do not store directly personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

Social Media Cookies

These cookies are set by a range of social media services that we have added to the site to enable you to share our content with your friends and networks. They are capable of tracking your browser across other sites and building up a profile of your interests. This may impact the content and messages you see on other websites you visit.

If you do not allow these cookies you may not be able to use or see these sharing tools.

YOUR CHOICE REGARDING COOKIES

You have a number of options to control or limit how we or third parties use cookies:

- You can choose to delete all or some cookies from your device through your browser settings;
- You can choose to prevent cookies from being installed on your device through your browser settings;
- You can enable or disable cookies we use on our website by clicking on the “cookie setting” at the bottom of our websites.

To learn more on how to manage cookies usage from your browser, please follow the following links for each browser:

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

Please note that if you choose to block or de-activate some or all cookies we use, our website might not work properly, and you might not be able to enjoy all of the services and functionalities provided through the use of cookies.

If you want to learn more about cookies and how to manage them, please visit the following websites: www.youronlinechoices.eu and www.allaboutcookies.org.

TYPES OF COOKIES USED ON THIS WEBSITE

PERFORMANCE:

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

FIRST PARTY

Host	Name	Description			
		Lifespan	Path	Secure	Http only
.arenamedia.com	_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.			
		2 years	/		
.arenamedia.com	_gat	This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes.			
		a minute	/		
.arenamedia.com	_gid	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.			
		a day	/		

Last update: 17 April 2019