

Cookie Notice

Notice for cookies, social media, other trackers and social media plugins

The Publicis Media Retail Microsite (the “Website”) is edited by Publicis Media UK; 2 Television Centre, 101 Wood Lane, W12 7FW, London.

The purpose of this Notice is to inform you about the collection and use of cookies, social media, other trackers and social media plugins when browsing our Website as well as how to object to such use.

We will ensure the accuracy of this Cookie Notice by keeping it up-to-date. Any changes to this Cookie Notice will be promptly communicated on this page and you should check back to see whether any adjustments have been made.

By clicking on the “I accept cookies” button on the Cookie banner, you agree to the use of Cookies on your browser. You may change your decision at any time by using **the consent module**.

If you follow us on social media (via our LinkedIn, Facebook, Twitter or Instagram accounts), we also collect personal data relating to you in order to better know our subscribers and understand the reaction of the general public regarding our products and services. We can use this information to perform social media listening in order to identify and assess what is publicly said about us in order to understand the trends of sector and mood of the market. The Personal Data referred to above is only used in compliance with applicable laws (for example, if you ask us to contact you or if your prior express consent is necessary).

You will find on our Website social media plugins (“social media buttons”) enabling you to easily share content of the Website. When you click on these buttons, your Personal Data can be disclosed to these platforms. When you click on these buttons, a new page will appear on the relevant social media’s platform. If you are already logged into your account on this platform, you will probably be automatically logged into your account via this pop-up page, and will therefore not have to login once again. If, however, you are not logged in (or if you have not subscribed to the social media platform), the page will ask for your information.

We have no control over how these social media platforms use your Personal Data. We encourage you to read the privacy notices of the different social media platforms that you use.

To know more about how these social media platforms use your Personal Data:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)

If you have any questions about the collection of your Personal Data, please contact Publicis Groupe Chief Data Privacy Officer on privacyofficer@publicisgroupe.com.

What are cookies?

A “Cookie” is a small file which is placed on your computer's hard drive when browsing on a webpage, reading an e-mail, installing or using a software or a mobile app. If you choose to accept Cookies, the file is added and the Cookie helps analyze web traffic or lets you know when you visit a particular website. This data does not usually identify you directly, but the web application can provide you with a personalized web experience. They are usually used for the well-functioning of the Website and traffic analysis. In general, Cookies allow web applications to respond to you as an individual.

Who places cookies?

Certain cookies of our Website may be placed by partners listed below:

- Google LLC (<https://policies.google.com/privacy?hl=fr-FR>)

Which cookies are used?

Cookies strictly necessary for the functioning of the website: These Cookies are essential to your browsing of the Website and its proper functioning. They allow you to use the features of the Website and the services you have requested. For example, these Cookies help us remember the resolution of your screen and your preferred language.

Cookies used:

- **submittedFormHashQ1f16SVKJTA:** This cookie registers that you have submitted your details, removing the need for you to re-enter your details each time you visit this webpage.
- **MaglrCookieConsent:** This cookie enables the website to provide enhanced functionality and personalisation. It 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.
- **PHPSESSID:** The PHPSESSID cookie is native to PHP and enables websites to store serialized state data. It is an auto generated session cookie by the server which contains a random long number which is given out by the server itself.

Audience measurement cookies: These traffic log Cookies are used to identify the pages you visited and to measure and track the performance of our Website. These Cookies help us to analyze web page traffic data and improve our Website to fit your needs. We only use this information for statistical analysis purposes.

Cookies used:

- **_ga:** This cookie is a Google Analytics persistent cookie which is used to distinguish unique users.
- **gid:** This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the pages visited in an anonymous form.

Different retention periods apply for the different types of cookies placed depending on whether they are session cookies (i.e. a cookie that is temporarily set on your Device which appears when you access the website and disappears when you close your web browser window) or persistent cookies (i.e. a cookie that will remain on your device for a certain period of time to allow us to remember your preferences for your next visits).

In any case, cookies will never be retained for more than 6 to 13 months on your device, depending on the type of cookie.

How you can manage cookies?

You can choose to accept or decline any and all cookies.

When browsing the Website for the first time, you may click on the link "Parameter your cookies" displayed in the cookie banner in order to manage your Cookie preferences depending on the type of Cookies. You can change your Cookie preferences at any time by clicking on the link "[Cookie management](#)".

We may occasionally change this Cookie Notice. Where necessary or required, we will inform you and/or request your consent. Please check it at each visit in order to read its latest version.

Updated: 05th May 2022