

	Description	Purposes
Cookies	<p>A cookie is a small text file sent to your browser from a website you visit. They help the website to remember information about you, such as your language preferences and login information, or to carry out the necessary communication transmissions (e.g. HTTP requests) to provide a service or application that you have requested, making it easier for you to visit the site again.</p>	<ul style="list-style-type: none"> <li>• Deliver security features to enhance protection against multiple types of attacks or network abuse</li> <li>• Assist you with navigation, providing essential functionalities related to our service, application, and website (e.g. displaying pages and visual elements)</li> <li>• Assist you to login and register to our events, as well as to provide feedback</li> <li>• Assess your use of our content to provide us aggregated statistics (e.g. number of pages visited on our website)</li> <li>• Assist with our promotional and marketing efforts (including behavioral advertising)</li> </ul>
Digital Fingerprints	<p>Digital fingerprints involve the collection of a set of features and characteristics from a device (e.g. navigator language, window screen, time zone, location, CPU vendor, memory size, or image processing) for several purposes, such as enhancing security or adapting the user's experience on the website.</p>	<ul style="list-style-type: none"> <li>• Necessary usage to identify your device characteristics (UID, DoNotTrack Signal, Timezone, and Language) to provide the technical features of our CMP and collect user's cookies preference</li> <li>• Analytics and marketing regarding your device and browser used for purposes linked with Google Tag Manager which helps us to better understand user behavior, optimize site performance, deliver</li> </ul>

		targeted advertising, and ultimately improve our services by providing content relevant to your interests.
Web Beacons	Web beacons are small tags placed on a website resource or in an email to track how the user interacts with the content. This interaction generates a "hit," counting your interaction with the HTML content. For example, if you click on one of our ads on the website, a web beacon will record that interaction.	<ul style="list-style-type: none"> <li>• Gather usage and performance data</li> <li>• Evaluate the effectiveness of our marketing campaigns</li> </ul>
Web Tags or Tracking Pixels	Web tags and tracking pixels are a type of code (e.g. JavaScript code in a tag manager) or pixel (a small 1x1 transparent image) loaded into the web page to enable website features, like the web design components, or to track user's behavior across websites and devices. These are commonly associated with social media widgets such as a 'like' button.	<ul style="list-style-type: none"> <li>• Loading necessary features in our website, such as fonts, webpage layout, videos, and photos</li> <li>• Analysis of user experience on our website</li> <li>• Providing a better user experience by loading personalized and enhanced content</li> </ul>