



## BANIJAY UK COOKIES POLICY

Whenever you use our websites, our mobile sites, our mobile applications or our applications on any other device (“Banijay’s Websites and Digital Products”), information may be collected through the use of cookies and similar technologies.

### WHAT ARE ‘COOKIES’?

Cookies are small text files which are downloaded to your computer or device when you visit a website or application.

Your web browser (such as Internet Explorer, Mozilla Firefox or Google Chrome) then sends these cookies back to the website or application on each subsequent visit so that they can recognise you and remember things like personalised details or your user preferences.

Cookies are very useful and do lots of different jobs, helping to make your experience on websites as smooth as possible. For example, they let you move between web pages efficiently, remembering your preferences, and generally improving your experience. Where relevant, they might also help to ensure that adverts you see online are relevant to you and your interests.

Cookies can be categorised as session or persistent cookies, depending on how long they are used for:

Session cookies – only last for the duration of your online session and disappear from your computer or device when you close your browser.

Persistent cookies – stay on your computer or device after the browser has been closed and last for the period of time specified by that cookie. These persistent cookies are activated each time you visit the site where the cookie was generated.

More information can be found at [All About Cookies](#).

### WHICH COOKIES DO BANIJAY USE AND WHY?

When you use Banijay’s Websites and Digital Products, the following 5 categories of cookies may be set on your device:

#### 1. ‘Strictly necessary’ cookies

These cookies are essential for the operation of Banijay’s Websites and Digital Products and are used in features such as logging in to access secure areas of our websites. Without these cookies, services you have requested cannot be provided. These cookies 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.

Details of the ‘strictly necessary’ cookies used by this Banijay Website and/or Digital Product can be found within the privacy preference centre accessed either via the website cookie banner or via the ‘Cookies Settings’ shield located on each webpage.

## **2. Functional cookies**

These cookies allow websites and applications to remember choices you make (such as your user name, language or the region you are in). They provide enhanced, more personal features. The information these cookies collect is usually anonymised which means we can't identify you personally. We use these types of cookies to improve your experience on our sites.

Details of the 'functional' cookies used by this Banijay Website and/or Digital Product can be found within the privacy preference centre accessed either via the website cookie banner or via the 'Cookies Settings' shield located on each webpage.

## **3. Analytics cookies**

In order to keep our Websites and Digital Products relevant, easy to use and up-to-date, we use web analytics services to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily. 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.

These web analytics services may be designed and operated by other companies on our behalf. They do this using small invisible images known as "web beacons" or "tracking pixels", included within the Digital Product and are used to count the number of times something has been seen.

Details of the 'analytics' cookies used by this Banijay Website and/or Digital Product can be found within the privacy preference centre accessed either via the website cookie banner or via the 'Cookies Settings' shield located on each webpage.

## **4. Targeting cookies**

From time to time we may also use 'Targeting cookies'. These assist in advertising in the following ways:

They may be placed on your device by our third party service providers which remember that you have visited our website. This is in order to provide you with targeted adverts more relevant to you and your interests. 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. This is often called online behavioural advertising (OBA) and is done by grouping together interests based on experience of web browsing activity. Adverts may then be displayed to you on our websites, and others not controlled by us, which match these interests.

Personalised retargeting is another form of OBA. It enables our advertiser partners to show you adverts based on your browsing activity away from our websites. For example, if you visited the website of a travel company you may start seeing adverts from the same company informing you of their special offers or displaying similar products to those you were browsing. This allows companies to advertise online directly to their customers. Without these cookies online advertisements you encounter would be less relevant to you and your interests.

These cookies will usually be used by third-party networks, such as Google's AdSense and Doubleclick. Details of the 'targeting' cookies used by this Banijay Website and/or Digital Product can be found



within the privacy preference centre accessed either via the website cookie banner or via the 'Cookies Settings' shield located on each webpage.

If you would like more information about OBA, including how to opt-out of these cookies, please visit [www.youronlinechoices.com/uk](http://www.youronlinechoices.com/uk).

## **5. 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, or to include embedded content from Facebook or YouTube for example. 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.

Details of the 'social media' cookies used by this Banijay Website and/or Digital Product can be found within the privacy preference centre accessed either via the website cookie banner or via the 'Cookies Settings' shield located on each webpage.

Banijay cannot access these cookies and you should check the third party's websites for more information about them.

## **HOW TO CONTROL YOUR COOKIES**

There are various ways that you can control and manage your cookies which are discussed in a bit more detail below.

Please remember that any settings you change will not just affect Banijay's cookies. These changes will apply to all websites that you visit (unless you choose to block cookies from particular sites).

### **Managing cookies in your browser**

Most modern browsers will allow you to:

- See what cookies you've got and delete them on an individual basis.
- Block third party cookies.
- Block cookies from particular sites.
- Block all cookies from being set.
- Delete all cookies when you close your browser.

You should be aware that your preferences might be lost if you delete all cookies. Coincidentally, this may include where you have opted out from cookies as this can require an opt-out cookie to be used. Also, if you block cookies completely many websites will not work properly and some functionality may not work at all.

### **Managing Third Party Cookies**

If you are primarily concerned about third party cookies generated by advertisers, you can turn these off separately. This is discussed in more detail below but the links below will take you to the 'Help' sections for each of the major browsers and allow you to find out more about how to manage your cookies.



### **Microsoft Edge**

<https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>

### **Internet Explorer**

<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

### **Firefox**

<https://support.mozilla.org/en-US/kb/delete-browsing-search-download-history-firefox>

### **Google Chrome**

<https://support.google.com/chrome/answer/95647?hl=en-GB>

### **Opera**

<http://www.opera.com/browser/tutorials/security/privacy/>

### **Safari**

<https://support.apple.com/en-gb/HT201265> and <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>

### **Managing analytics cookies**

It is possible to opt out of having your anonymised browsing activity within websites recorded by analytics cookies. You can opt out of the cookies used by any of our Analytics providers following the link below.

Please note that this will take you to the relevant third party's websites and generate a 'no thanks' cookie, stopping any further cookies being set by them.

Don't forget, disabling analytics cookies will stop us from being able to learn what you like or don't like about our Digital Products and make it harder for us to improve them.

### **Google Analytics**

<http://tools.google.com/dlpage/gaoptout>

### **Managing advertising cookies**

If you want to opt out from receiving targeted advertising this does not mean that you will receive less advertising when you use our Digital Products, it just means that the advertising you see will not be customised to you.

If you still want to opt out of these third party advertising cookies, you can do this by visiting the Interactive Advertising Bureau's website [www.youronlinechoices.com/uk](http://www.youronlinechoices.com/uk). Importantly however, this website lists many more networks than those used by Banijay.

Please remember that if you choose to opt out of targeted advertising from a specific company or via [www.youronlinechoices.com/uk](http://www.youronlinechoices.com/uk), it only applies to the web browser on the device you are using. You



will therefore need to follow the same process on every device and web browser you use to exercise the same choice.

### **Managing flash cookies**

The most common types of cookies are HTTP cookies. You can control these using the mechanisms described above. As well as HTTP cookies however, there are other technologies which work in a similar way. Currently, the most common of these are Flash Local Stored Objects (LSOs). Some parts of our Digital Products use LSOs. They can be controlled manually by visiting the Adobe website:

[http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager.html)

LSOs may be used to store user preferences for media player functionality for example. Without them some video content may not play properly.