Policy concerning cookies on Reputation

Learn how Kantar uses these technologies in more detail below.

What are cookies?

Cookies are small files placed on your computer, smartphone or tablet by website publishers when you surf the web. Like many websites, our services use cookies.

Additionally, we directly collect connection and browsing data in our databases concerning our services, during the use of our services.

For the purpose of this policy, the term cookies must be understood in the wider sense, covering all solutions making it possible to place or read information on your computer, smartphone or tablet.

Why do we use this technology in our services?

We use cookies and other similar technology in order to collect information without which our services (websites, API, e-mail notifications) would not operate normally or could not be supplied at all.

The end purposes of these cookies and of the collection of information are the authentication of users on our platforms, ensuring the security of our platforms, and controlling the use of our platforms

To ensure the security of our platforms:

- To enable you to see content with limited circulation.
- To help us identify inappropriate behaviour and any other activities which violate the rules applicable to our solutions and services.
- To control the use of our platforms, particularly for auditing purposes concerning the rights holders for certain content.
- For example, these technologies help us to authenticate your access to our solutions and services and to prevent any unauthorised user from accessing your account.

Where is this technology used?

We use this technology on our websites, applications and services, a list of which follows:

- Adrequest
- UBM360
- Reputation
- PQLI
- Broadcast2media
- BIPP
- Pickanews

What are my options where privacy is concerned?

To manage cookies, you can configure the settings on most browsers to accept or refuse cookies or to ask you what you want to do whenever a website tries to set a cookie. However, even if some parts of our services do not require the use of cookies, our solutions and services may nevertheless fail to operate correctly if cookies are completely deactivated.

This may be the case if you try to access your account, which requires you to log in and enables you to remain connected while surfing from page to page. This may also be the case when, for technical accounting purposes, we are unable to recognise the type of browser used by your terminal, its language and display settings, or the country from which your terminal appears to be connected to the Internet. Where applicable, we decline all liability for the consequences resulting from the impaired operation of our websites as a result of us being unable to record or consult the cookies necessary to their operation or when you have refused or deleted these cookies.
That said, you can express and modify your cookie preferences at any time, following the steps described below.

You can configure your browser to allow cookies to be recorded on your terminal or, on the contrary, to have them rejected, either systematically or depending on the issuer.

You can also configure your browser to ask you whether cookies should be accepted or refused, before a cookie is saved on your terminal.

These settings can be configured at any time.

Each browser is configured differently. We invite you to consult your browser’s help menu, which will let you know how to change your cookie settings. For the most popular browsers, please see for example:

- For Internet Explorer™: https://support.microsoft.com/fr-fr/help/17442/windows-internet-explorer-delete-manage-cookies
- For Safari™: https://support.apple.com/fr-fr/HT201265
- For Chrome™: https://support.google.com/chrome/answer/95647?hl=fr&hlrm=en
- For Firefox™: https://support.mozilla.org/fr/kb/activer-desactiver-cookies-preferences?redirectlocale=fr&redirectslug=Activer+et+d%E9sactiver+les+cookies

To learn more about cookies and other tracers on the Internet, the ways to oppose their use and more generally your rights, we invite you to visit the website of the Commission Nationale de l’Informatique et des Libertés (CNIL - French data protection authority), and especially its article entitled “Controlling my data” which you will find at the following address: https://www.cnil.fr/fr/maitriser-mes-donnees, or the section dealing with cookies: https://www.cnil.fr/fr/cookies-traceurs-que-dit-la-loi; www.cnil.fr/vos-droits/vos-traces/les-cookies/conseils-aux-internautes). The CNIL (French data protection authority) has also produced a video telling you all about cookies. You will find the video here: www.cnil.fr/vos-droits/vos-traces/les-cookies/frc5554.