



Artrade.App

Cookies Policy

Last revised: January 27, 2022

ARTRADE.APP (also referred to as the ‘**Company**’ or ‘**we**’ in this policy) a *société par actions simplifiée* incorporated in France within the company registry of France under number 902 799 212 and a registered office at 39, rue de la Gare de Reuilly BP 20006 75560 Paris cedex 12, France, contact email address: support@artrade.app.

To learn more about our company, <https://artrade.app/legal/LN-en.pdf>

The Company operates the website accessible by the general public at the URL <https://artrade.app> and <https://artrade.sale> (“**Site**”) of the Company or its mobile application.

During your browsing and your interactions on the Site, cookies, tags, pixels or other similar tracers or technologies (“**Cookies**”) may be installed in the user's computer or terminal subject to the choices and options that the user has expressed or may express at any time in accordance with this Cookie Management Policy.

Our Cookie Management Policy explains what "Cookies" are, details the types of Cookies we use on the Site and specifies the rights you have to accept or refuse the installation of Cookies.

1. What is a cookie?

1.1 A cookie is a small file for storing and retrieving information, generally consisting of alphanumeric characters (see letters and numbers), deposited by a web server on the computer or electronic terminal of the user of the site to send status information to said browser and to obtain likewise such information back from the browser. The status information may be, for example, a session identifier, a language, an expiration date, a response domain, etc.

1.2 Cookies usually provide certain information on the user’s browsing habits, computer or terminal, in particular to improve the content and service offered by the website in question, to know the traffic on the website and to provide personalized services to Internet users.

1.3 The concept of cookies as used in this Cookies Management Policy covers any type of tracers or other similar technologies, for example:

- HTTP cookies
- but also the use of other techniques:
 - local shared objects, sometimes called Flash cookies
 - Local storage implemented within HTML 5
 - device fingerprinting identifications;
 - identifiers generated by operating systems (whether advertised or not: IDFA, IDFV, Android ID, etc.);

- hardware identifiers (MAC address, serial number or any other identifier of a device);
- etc.

1.4 In any case, Cookies may be:

- Session cookies, which disappear as soon as the user leaves the browser or the Site; or
- Permanent Cookies that remain until the expiry of their lifetime or validity, or until the user removes them by means of the functionalities of his browser for example or by means of the Cookies management module made available on our Site.

2. What are the big "families" of Cookies?

There are two main types (or broad categories) of Cookies, subject to different legal regimes.

a) "Operating" Cookies not subject to user consent

"Operating" Cookies, i.e. those whose sole purpose is to enable or facilitate communication by electronic means on, from or to the Site or which are strictly necessary for the provision of an online communication service at the express request of the user of the Site, are exempt from the need for the publisher of the Site to require the user's consent for their installation.

The Company may thus use such "operating" Cookies, in particular technical Cookies indispensable for navigation on the Site and Cookies strictly necessary for the provision of certain services explicitly requested by the user, without requesting your prior consent. If the user deactivates these "working" cookies, for example by means of the functionalities offered by his browser, he may not be able to access the Site, and/or he may not receive correctly the contents and information available on the Site and/or he may not be able to benefit from all the functionalities of the Site.

b) Other Cookies, subject in principle to the consent of the user

The use of other Cookies as referred to below is subject in principle to the prior consent of the user, the latter being able freely to accept them by expressly consenting to their installation and to their reading in his browser (it being specified that the latter will then have the possibility to withdraw his consent at any time under the conditions and in the manner referred to in Article 4 below), or to refuse them.

For more information on the details of the Cookies used on the Site and the purposes pursued by them, the user is invited to consult article 3 below.

3. Which Cookies do we use and for what purposes?

The Cookies that we and our partners may install on your device may serve the following purposes:

Evaluation, monitoring, hearing and navigation cookies

These Cookies are for the purpose of producing statistics of visits to the Site: tests, monitoring, measurements and analyzes of audience, attendance, navigation, performance.

These Cookies are used to collect information about your use of our Website in order to (i) perform statistics on visits and measurements and analyzes of audience, attendance and navigation, (ii) evaluate, understand and report on how you use our Website (e.g. identification of how you arrive on our Website or how you use it, reconstruction of the navigation routes on said Website, ...), (iii) to

allow us to carry out positioning studies with respect to, for example, third party websites, in particular those of our competitors, and (iv) to allow us, based on the results obtained (depending on the analysis of the route of the Internet users for example), to adapt our Website with a view to continuously improving the performance of said Website and the user experience (in particular according to the requests and preferences of users for navigation).

Their operation is based on an identification of the "unique visitors" which then makes it possible to measure the number of visits, the number of visitors, the number of pages viewed, the duration and navigation path followed by the visitor, the activity and interactivity of the visitor with the Site, the frequency of visits (on the Site or on certain pages of the Site), the performance of various pages of the Site, etc.

The installation of the Cookies presented below is subject to your prior consent obtained in accordance with Article 4 of this Cookies Management Policy.

Cookie Name	Useful links
ga (Google Analytics)	https://analytics.google.com/analytics/web/provision/#/provision
crisp	https://crisp.chat/fr/
popupsmart	https://popupsmart.com

ARTRADE uses these Cookies for different purposes:

- Determine user preferences,
- Optimize navigation,
- Enable and simplify the operation of the Services offered by ARTRADE,
- Analyze the performance, efficiency and proper functioning of the Service,
- Better understanding of the interactions with the services offered by ARTRADE and how to improve it,
- Offer personalized content,
- Secure the Services offered by ARTRADE,
- Preserve the confidentiality of your information when you visit our Site.

4. Under what circumstances and how do we obtain your consent to the installation of Cookies? What are your Cookies rights?

4.1 Consent collection assumptions, scope of your consent and exceptions

4.1.1 The deposit of a cookie on a computer or terminal and the reading of this cookie through the Website are in principle subject to the consent of the user, that is to say to an expression of free, specific, informed and unequivocal will of the user giving his consent for this purpose. This consent is collected through our Cookies Management Module.

Also, during the first visit of the user on the Site, he is asked whether he accepts Cookies that require his consent, classified in different categories according to the purpose pursued, before installing them on his computer or terminal. Cookies subject to such consent are deposited only if the user expressly accepts them either in a global manner or in a distributive manner for each purpose of Cookies

concerned within our Cookies Management Module (see module intended to allow the user to consent to the use of Cookies or to refuse such use, according to the purposes pursued by said Cookies).

Important:

- In the cases where your consent is required, such consent is strictly optional, and you may completely refuse to give it to us. In any case, if you give your consent to the installation and reading of all or part of these Cookies, you will of course have the possibility to withdraw your consent later at any time by means of the Cookies Management Module.

- In addition, unless you express your wish through our Cookies management module, your choice (global consent, partial consent or refusal) will be retained for a period of 6 months, after which you will be asked again to consent (or not) to the installation of such Cookies.

4.1.2 Exception to consent for so-called "Operating" Cookies used by our Site. Such Cookies are not subject to your prior consent. Also, these Cookies are installed by default when you browse the Site, without requesting your prior consent. To the extent that these Cookies are necessary to offer you a better user experience or to allow you to benefit from certain functionalities of our Site, we do not offer you dedicated technical means enabling you to oppose the installation of these Cookies or to disable them. However, you have the possibility to disable them (as for some other Cookies) by other means, for example by means of the functionalities offered by your browser, it being specified that in this case you may not be able to access the Site, and/or not receive correctly the contents and information available on the Site and/or not be able to benefit from all the functionalities of the Site.

4.2 Practical arrangements for collecting your Cookie choices (consent / refusal)

The Cookies Management Module contains information for users on Cookies that may be installed/read in its terminal due to the navigation on the Site. It is displayed when the user first logs on to our Site and, regardless of the user's choice (global consent, partial consent or refusal), is redisplayed every 6 months. It also reappears if the user deletes his Cookies using the features of his browser.

The module offers the user several choices:

- or to give your consent to the use of all Cookies, by clicking on "Ok for me": All Cookies will then be installed;
- Customize your choices to manage the Cookies you accept (or not) more precisely by clicking on "I choose". In this case, the Cookies are "refused" by default and the user is invited to click on the button dedicated to each of the categories of Cookies concerned within our Cookies management module to choose the Cookies that he accepts (it being specified that as regards the "functioning" Cookies, and therefore not subject to prior consent, these are installed by default and cannot be refused by the user via our Cookies management module), the user then having to register his choices by clicking on "Finish". It is specified that, as a matter of principle, Cookies not expressly accepted by the user are considered to be refused and will not be installed. This page also offers the user the "I accept everything" or "Check everything" buttons, but also a "Back" button allowing to return to the first page of the module.

In any case, any consent on your part to the use of Cookies may be freely withdrawn, and at any time, by means of an action of deactivation of one or more Cookies.

4.3 Practical arrangements for modifying your Cookie choices (withdrawal of consent or opposition)

You have several options at any time to change the choices you have made regarding Cookies, in particular to withdraw your consent or to oppose the use.

4.3.1 You may, at any time, simply and free of charge, in a distributive manner according to the purposes pursued by the said Cookies, choose to withdraw your consent or to oppose the use of Cookies other than the “operating” Cookies on your computer or terminal through the Cookies Management Module.

4.3.2 You may also, if you prefer, make use of the other possibilities below.

a) Setting your browser

If most browsers are set by default and accept the installation of Cookies, the user has the possibility, if he wishes, to choose in the settings of his browser to accept all Cookies or to reject them systematically or to choose which ones he accepts according to their issuers (provided that this functionality is offered by his browser). The user can also regularly delete the Cookies from his terminal via his browser.

In any case, these manipulations must be carried out for each terminal: tablets, smartphones, computers, etc.

You can freely configure your browser software (Internet Explorer, Firefox, Google Chrome, etc...) so that Cookies are:

- accepted and saved on your computer or terminal: in this case the Cookies integrated in the pages and contents that you have consulted will be systematically recorded;
- denied: in this case, the Cookies embedded in the pages and contents you have visited will not be registered;
- each time you choose: in this case, the registration of Cookies will be subject to your acceptance or refusal each time.

In order to set your choices for accepting or rejecting Cookies, it is necessary to take into account the configuration of each browser, insofar as it is different and evolves regularly. You must therefore refer to the help menu of your browser, which will allow you to know how to modify your Cookies wishes. Examples include:

- For more information on the Google Chrome browser: <https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>;
- For more information on the Firefox browser: <https://support.mozilla.org/fr/kb/autoriser-bloquer-Cookies-preferences-sites?redirectlocale=fr&redirectslug=activer-desactiver-Cookies-preferences> and <https://support.mozilla.org/fr/kb/desactiver-Cookies-tiers>;
- For more information on the Internet Explorer browser: <https://support.microsoft.com/fr-fr/help/17442/windows-internet-explorer-delete-manage-Cookies>;
- For more information on the Safari browser: <https://www.apple.com/legal/privacy/fr-ww/Cookies/> and <https://www.apple.com/legal/privacy/fr-ww/>;
- For more information about the Edge browser: <https://support.microsoft.com/en-us/help/4468242/microsoft-edge-browsing-data-and-privacy-microsoft-privacy>;
- For Opera™: <https://help.opera.com/en/latest/security-and-privacy/> and <https://help.opera.com/en/latest/web-preferences/#Cookies>.

Finally, it must be noted that, in the current state of the art, browsers:

- not all allow you to distinguish Cookies according to their purpose (which means that you are often forced to "accept everything" or "reject everything" in setting up your choices) ;
- do not all allow the user to express the expression of a valid consent (which means that, despite your possible consent to Cookies via your browser, we will ask you again for a specific consent under the conditions and in the manner mentioned above before any installation/reading by us of Cookies subject to your consent);
- not all of them allow for a choice on other technologies than 'Cookies for navigation tracking purposes' in the strict sense of the term. Also, it is possible that some Cookies, tracers or other similar technologies are not blocked by principle (e.g. *device fingerprinting*) and can still be installed and/or activated despite your refusal expressed in the context of the setting of your browser.

b) Setting up digital advertising via interprofessional platforms

Several advertising professional platforms also offer the possibility for the user to define their preferences in terms of targeted/behavioral advertising implemented by the companies that are members of them. In general, these centralized mechanisms do not block the display of all advertisements but prevent the display of targeted / behavioral advertisements, adapted to the interests of the user which are defined according to his activity on the Internet and his previous navigation.

For example, the website [youronlinechoices.com](http://www.youronlinechoices.com) lists a large number of companies that work with websites to collect and use information necessary for behavioral/targeted advertising. This site is offered by digital advertising professionals grouped within the European Digital Advertising Alliance (EDAA) and managed in France by the Interactive Advertising Bureau France. This European platform is shared by hundreds of advertising professionals on the Internet and provides a centralized interface allowing the user to know the companies registered on this platform and which offer the possibility to refuse or accept the display of targeted / behavioral advertisements on its terminal with regard to its navigation information: <http://www.youronlinechoices.com/fr/controler-ses-Cookies/>.

This allows you to control and define your preferences in terms of targeted/behavioral advertising on this site by selecting or deselecting all Companies or by defining your preferences Company by Company, it being specified that it is, if necessary, for you to follow the same process on each different browser that you are likely to use.

For another illustration, a similar platform published by the Network Advertising Initiative (NAI), accessible on the page <https://optout.networkadvertising.org/?c=1>, also offers such features.

While these platforms may allow you to manage your preferences for targeted advertising, they do not necessarily block advertising in general, nor the installation of all Cookies.

Therefore, it is recommended, for the management of your choices regarding Cookies on the Site, to use the module dedicated to this purpose (see above).

c) Use of third-party tools available online

Some Cookie publishers that we use on the Site offer dedicated opposition modules. It is therefore recommended to the user to read the information pages referred to in the table above (see details of the Cookies we use) in order to identify these modules if necessary.

For example, the user may see specific information on the Google Analytics deactivation add-on on the page: https://support.google.com/analytics/answer/181881?hl=fr&ref_topic=2919631. The user

may also choose to deactivate the Google Analytics Cookies directly by going to the following page: <http://tools.google.com/dlpage/gaoptout>.

4.3.3 You can obtain information on how to control your data when surfing the Internet on the website of the National Commission for Informatics and Freedoms or "Cnil" (<https://www.cnil.fr/fr/maitriser-mes-donnees>, in particular <https://www.cnil.fr/fr/Cookies-les-outils-pour-les-maitriser>). In this respect, third party Cookies are not usually necessary to take advantage of the resources available on the Internet. If you wish to limit your traces, it is recommended to refuse them by default, referring to the advice of the Cnil.

5. Where can you obtain further information regarding the processing of your personal data?

Cookies are not as such personal data. However, they may lead to the collection of information qualified as personal data and therefore to the processing of such data.

In this respect, you are moreover informed that by consenting to the installation of all or part of the Cookies, you consent for the purposes concerned to the processing of personal data concerning you collected by this means, it being specified that such processing may involve the processing, combination and crossing of a large volume of such data concerning you from various sources.

For any information relating to the processing of your personal data by the Company, in particular to the processing of personal data collected by means of the Cookies integrated on our Site, we invite you to consult our data protection policy.