



Cookie Policy

1 What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Like many other websites, IBA is using also cookies. By means of cookies, IBA automatically obtains certain information about your computer and your internet connection, (e.g. the IP address, browser and operating system used by you).

Cookies have many different features, such as allowing you to navigate between pages efficiently, remembering your preferences, and generally improving the user experience. They can also help ensure that the advertisements you see online are more relevant to you and your interests. Cookies cannot be used for executing programs or for sending viruses to a computer. The information contained in cookies enables us to make navigation easier for you and to ensure correct display of our web pages.

The data obtained by IBA in this way will never be disclosed to any third parties nor combined with any Personal Data without your consent.

A cookie can be classified by its lifespan, the domain to which it belongs and purpose:

By lifespan, a cookie is either a:

- Session Cookie which is erased when the user closes the browser
- Persistent Cookie which remains on your computer/device for a pre-defined period of time.

As for the domain to which it belongs, there are either:

- Cookies set by the website owner (in this case, IBA) are called "first party cookies".
- Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites

These cookies are:

- Mandatory cookies – These cookies that allow the technical operation of the website and its features;
- Performance cookies – These cookies that collect data about the performance of the website and how you use our website. These cookies allow us to improve how the website works;
- Analytics cookies – These cookies that allow the website to remember choices you make (such as your language) and provide enhanced or customized features.
- Marketing cookies – These cookies can be set within our website by our advertising partners. They can be used by these companies to profile your interests and show you relevant advertisements on other websites. They do not directly store personal data, but are based on the unique identification of



your browser and your Internet device. If you do not allow these cookies, your advertising will be less targeted.

- Social Network cookies –These cookies are activated by the services offered on social networks that we have added to the website in order to give you the possibility of sharing our content with your network and your knowledge. They also allow us to track your browsing on other websites and to profile your interests. This can have an impact on the content and messages displayed on other websites that you visit. If you do not allow these cookies, you may not be able to use or view these sharing tools.

2 How can I control cookies?

You have the right to decide whether to accept or reject cookies.

You can view Website only with the mandatory cookies. Web browsers are set by default to accept cookies. You may, however, disable the use of cookies (except of mandatory ones) at any time by modifying the Website settings. You can also at any time refuse the installation of all cookies via your browser settings. You should be aware, though, that certain functions of Website may no longer work once you have blocked the use cookies.

Useful information about the technical aspects of Cookie can be found: <http://www.allaboutcookies.org>

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>

If you have disabled one or more cookies, we can always use information collected by these cookies before the deactivation. However, we cease to collect information via the opted-out cookie.

3 Data retention

There is a difference between Session Cookies and Permanent Cookies. Session Cookies only exist until you close your browser. Permanent Cookies have a longer lifespan and are not automatically deleted once you close your browser.



4 What about other tracking technologies, like web beacons?

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Websites or opened an e-mail that we have sent them. This allows us, for example, to monitor the traffic patterns of users from one page within our Websites to another, to deliver or communicate with cookies, to understand whether you have come to our Websites from an online advertisement displayed on a third-party website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

5 What about targeted advertising?

Third parties may serve cookies on your computer or mobile device to serve advertising through our Websites. These companies may use information about your visits to this Website and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

Name	Partner	Purpose	Details	Type	Lifetime
DSID	DoubleClick	Mandatory	This cookie is set to note your specific user identity. It contains a hashed/encrypted unique ID.	Third-party	2 Weeks
IDE	DoubleClick	Analytic	DoubleClick cookie	Third-party	1 Year
SIDCC	Google	Analytic	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	1 Year



1P_JAR	Google	Analytic	Google cookie. This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	1 Month
NID	Google	Analytic	Google cookie.	Third-party	6 Months
__Secure-3PAPISID	Google	Marketing	Google cookie.	Third-party	2 Years
__Secure-APISID	Google	Marketing	Google cookie.	Third-party	1 Month
__Secure-SSID	Google	Marketing	Google cookie.	Third-party	1 Month
SID	Google	Mandatory	Google cookie. This is a very common cookie name but where it is found as a session cookie it is likely to be used as for session state management.	Third-party	2 Years
SAPISID	Google	Analytic	This DoubleClick cookie is generally set through the site by advertising partners, and used by them to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device.	Third-party	2 Years
__Secure-HSID	Google	Marketing	Google cookie.	Third-party	1 Month



APISID	Google	Analytic	This DoubleClick cookie is generally set through the site by advertising partners and used by them to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device.	Third-party	2 Years
CONSENT	Google	Analytic	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	18 Years
SEARCH_SAM_SITE	Google	Marketing	Google cookie.	Third-party	6 Moths
SSID	Google	Analytic	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	2 Years
HSID	Google	Analytic	This cookie is set by DoubleClick (which is owned by Google) to build a profile of the website visitor's interests and show relevant ads on other sites.	Third-party	2 Years
__Secure-3PSID	Google	Marketing	Google cookie.	Third-party	2 Years
ANID	Google	Marketing	Google cookie.	Third-party	1 Year
__Secure-3PSIDC	Google	Marketing	Google cookie.	Third-party	1 Year



__Secure-SSID	YouTube	Marketing	Google cookie.	Third-party	1 Month
SIDCC	YouTube	Analytic	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	1 Year
AST	YouTube	Marketing	Google cookie.	Third-party	1 Hour
dkv	YouTube	Marketing	Google cookie.	Third-party	1 Hour
__Secure-3PAPISID	YouTube	Marketing	Google cookie.	Third-party	2 Years
__Secure-HSID	YouTube	Marketing	Google cookie.	Third-party	1 Month
__Secure-APIPID	YouTube	Marketing	Google cookie.	Third-party	1 Month
SAPISID	YouTube	Analytic	This DoubleClick cookie is generally set through the site by advertising partners and used by them to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device.	Third-party	2 Years
SID	YouTube	Mandatory	Google cookie. This is a very common cookie name but where it is found as a session cookie it is likely to be used as for session state management.	Third-party	2 Years



LOGIN_ INFO	YouTube	Marketing	Google cookie.	Third-party	2 Years
CONSENT	YouTube	Analytic	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	18 Years
PREF	YouTube	Analytic	This cookie, which may be set by Google or Doubleclick, may be used by advertising partners to build a profile of interests to show relevant ads on other sites. It works by uniquely identifying your browser and device.	Third-party	2 Years
HSID	YouTube	Analytic	This cookie is set by DoubleClick (which is owned by Google) to build a profile of the website visitor's interests and show relevant ads on other sites.	Third-party	2 Years
wide	YouTube	Marketing	Google cookie.	Third-party	Session
YSC	YouTube	Performance	This cookie is set by YouTube to track views of embedded videos.	Third-party	Session
S	YouTube	Marketing	Google cookie.	Third-party	Session
SSID	YouTube	Analytic	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	2 Years



APISID	YouTube	Analytic	This DoubleClick cookie is generally set through the site by advertising partners and used by them to build a profile of the website visitor's interests and show relevant ads on other sites. This cookie works by uniquely identifying your browser and device.	Third-party	2 Years
__Secure-3PSID	YouTube	Marketing	Google cookie.	Third-party	2 Years
VISITOR_INFO_LIVE	YouTube	Analytic	This cookie is set by Youtube to keep track of user preferences for Youtube videos embedded in sites; it can also determine whether the website visitor is using the new or old version of the Youtube interface.	Third-party	6 Months
DV	Google	Marketing	Google cookie.	Third-party	23 Days
OTZ	Google	Marketing	Google cookie.	Third-party	1 Day
_ga	Google Analytics	Analytic	Used to throttle request rate.	Third-party	2 Years
_gid	Google Analytics	Analytic	Used to distinguish users.	Third-party	1 Day
_gat_UA-1977385-23	Google Analytics	Analytic	Used to distinguish users.	Third-party	26 Months
_gat	Google Analytics	Analytic	This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.	Third-party	1 Min
_gat_clientUA	Google Analytics	Marketing	Google Analytics Cookie	Third-party	1 Min



_hjDone Polls	Hotjar	Analytic	This cookie is set once a visitor completes a poll using the Feedback Poll widget. It is used to ensure that the same poll does not re-appear if it has already been filled in.	Third-party	1 Year
_hjid	Hotjar	Analytic	Hotjar cookie. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.		1 Year
_hjIncludedInSample	Hotjar	Analytic	This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.	Third-party	Session
_hjMinimizedPolls	Hotjar	Analytic	This cookie is set once a visitor minimizes a Feedback Poll widget. It is used to ensure that the widget stays minimized when the visitor navigates through your site.	Third-party	1 Year
_fbp	Facebook	Social Network	Set by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	Third-party	20 Years
fr	Facebook	Analytic	Facebook cookies provided by Facebook.	Third-party	3 Months
xs	Facebook	Analytic	Facebook cookies provided by Facebook.	Third-party	3 Months
c_user	Facebook	Analytic	Facebook cookies provided by Facebook.	Third-party	1 Year



wd	Facebook	Analytic	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	1 Year
locale	Facebook	Analytic	Facebook cookies provided by Facebook.	Third-party	1 Week
sb	Facebook	Analytic	Facebook cookies provided by Facebook.	Third-party	3 Days
datr	Facebook	Analytic	Facebook cookies provided by Facebook.	Third-party	2 Years
spin	Facebook	Analytic	Facebook cookies provided by Facebook.	Third-party	2 Years
1P_JAR	Google	Analytic	Google cookie. This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	1 Month
CONSENT	Google	Analytic	Google cookie. This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	Third-party	18 Years
UserMatchHistory	Linkedin	Analytic	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.	Third-party	1 Month
lang	Linkedin	Performance	Used to store language preferences	Third-party	Session



AMCV_14215E3D5995C57C0A495C55%40AdobeOrg	Linkedin	Analytic	This is a pattern type cookie name associated with Adobe Marketing Cloud. It stores a unique visitor identifier and uses an organization identifier to allow a company to track users across their domains and services.	Third-party	6 Months
AMCV_14215E3D5995C57C0A495C55%40AdobeOrg	Linkedin	Analytic	This is a pattern type cookie name associated with Adobe Marketing Cloud. It stores a unique visitor identifier and uses an organization identifier.	Third-party	Session
_ga	Linkedin	Analytic	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the site's analytics reports. By default, it is set to expire after 2 Years, although this is customizable by website owners.	Third-party	2 Years
bcookie	Linkedin	Analytic	This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media.	Third-party	2 Years
aam_uid	Linkedin	Analytic	Adobe Audience Manager - data management platform uses these cookies to assign a unique ID when users visits a website.	Third-party	1 Month



lidc	Linkedin	Analytic	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.	Third-party	1 Day
lissc	Linkedin	Analytic	There is not yet any general information about this cookie based on its name only.	Third-party	1 Year
km_ai	Kissmetrics	Analytic	Used to provide site owners with information about how visitors use the site	Third-party	5 Years
km_lv	Kissmetrics	Analytic	Used to provide site owners with information about how visitors use the site	Third-party	5 Years
km_vs	Kissmetrics	Marketing	Used to provide site owners with information about how visitors use the site	Third-party	30 Min
kvcd	Kissmetrics	Performance	Used to provide site owners with information about how visitors use the site	Third-party	5 Years
has_js	Drupal	Mandatory	Most associated with the Drupal content management system. Drupal uses this cookie to indicate whether or not the visitor's browser has JavaScript enabled.	Third-party	Session
XSRF-TOKEN	Laravel	Mandatory	This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks.	Third-party	Session
Laravel_session	Laravel	Mandatory	Internally laravel uses laravel_session to identify a session instance for a user	Third-party	Session

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