

This Cookie Policy aims to clarify the circumstances in which cookies may be sent to the computers of visitors to the website **Alternative Strategies** (also « **AS** »), to inform you about the different types of cookies that may be placed when you browse the Site, and to protect the information that you transmit to us, where applicable, when you accept the installation of these cookies when using this Site accessible from the following URL : www.alternativestrategies.com. The "Cookies" are text-based pieces of information sent by a website to the user's hard drive or other web browsing device for the purpose of storing certain information. Cookies allow a site to store information necessary to make your browsing experience more comfortable. A cookie typically contains the name of the domain that issued it, its "lifetime," and a randomly generated, unique identifier in numerical or other form. Some cookies will be used on the site whether you are logged into your account or not. Session cookies are temporary cookies stored in your browser's cookie file until you leave the site. Please note that this cookie policy may be amended or supplemented at any time by **AS**, in particular with a view to complying with any legal or technological developments.

By using the website **AS** or by accessing it, you agree that **AS** uses cookies as described below. For the purposes of this Cookie Policy. Accepting the information banner or continuing to browse constitutes acceptance of our cookie policy. In the absence of manual configuration on your part, and therefore of choice of the Cookies that you wish to be placed on your browser, only the necessary Cookies will be placed on your Browser.

Definitions

- The Site : Website accessible from the URL www.alternativestrategies.com also referred to as "**AS**", "**we**", or "**the company**";
- Cookies: Small text file placed on the Internet user's browser ;
- Internet user: Any person connecting to the Site ;
- Browser: Computer software that allows you to view web pages and use hyperlinks to move from page to page or download online content ;
- Navigation: Action of the Internet user consisting of connecting to the Site and consulting its content ;
- Terminal: Hardware element used to connect you to the Site, which may for example consist of a computer, a tablet, a mobile phone.

When consulting our site **AS**, information may be recorded in "Cookie" files installed on your computer, tablet or mobile phone (hereinafter "terminal"). We use different types of cookies on the site to measure the audience and integrate services to improve the interactivity of our site. This page allows you to understand what a cookie is, what it is used for and how to configure it.

Cookie: CNIL Definition

A cookie is defined as a small piece of information, usually identified by a name, which can be sent to your browser by a website you visit. Your web browser will store it for a certain period of time and send it back to the web server each time you visit the website again.

Distinction

Cookies are downloaded to your Terminal via your Browser when you first visit the Site. When you subsequently browse the Site using the same Terminal, this Terminal will be recognized by our site **AS** to allow us to personalize the Cookies we offer you.

The "internal" cookie is placed by **AS** on the site domain www.alternativestrategies.com. It can be used for the proper functioning of the site or to collect personal data depending on the purpose of the cookie.

"Third-party" cookies are placed on domains other than those of the visited website. They are generally managed by third parties who have been consulted by the visited website and not by the Internet user themselves. This cookie may be necessary for the proper functioning of the visited website, but it is essentially used to allow third parties to collect information that varies depending on the purpose of the cookie. In this case, **AS** has no control over the configuration of these Cookies. You should contact each of these third parties for further information on how they use Cookies.

Cookies used

AS uses four types of Cookies which can be saved, depending on their nature and/or your choice, on your terminal when you visit our site :

- Cookies strictly necessary for the site to function ;
- Audience measurement cookies ;
- Functionality cookies ;
- Cookies similar to advertising cookies.

Cookies strictly necessary for the operation of the site : These cookies allow the main services of the site to function optimally, in particular to access the various products and services available on www.alternativestrategies.com, and in particular:

- to adapt the presentation of the site to the display preferences of your terminal (language used, display resolution) ;
- to memorize passwords and other information relating to a form that you have completed on the site (registration or access to the personal space) ;
- to implement security measures (this is the case, for example, when you are asked to log in again to the personal space after a certain period of time) ;
- to process your requests via the contact form.

The cookies used by the Site are intended to :

- memorize the consultations and downloads of content made by Users in order to personalize their navigation and improve their User experience ;
- understand which sections of the Site have been visited the most and establish statistical data (traffic analysis, pages viewed, viewing times, etc.). This makes it possible to measure the audience of the different contents of the Site in order to be able to offer a unique “experience” to Users ;
- identify sections of the Site that are malfunctioning ;
- personalize the offers that the Site proposes to Users and the information that we send to them.

They do not require your prior consent. You can disable them on your browser, but some features of the site may become unavailable.

Necessary cookies (7 in total) help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Supplier	Purpose	Maximum storage duration	Kind
_GRECAPTCHA	Google	This cookie is used to distinguish between humans and bots. This is beneficial for the website in order to create valid reports on the use of their website.	180 days	Cookie HTTP
CookieConsent	Cookiebot	Stores the user's cookie permission for the current domain	1 year	Cookie HTTP
rc::a	Google	This cookie is used to distinguish between humans and bots. This is beneficial for the website in order to create valid reports on the use of their website.	Persistent	Storage local HTML
rc::b	Google	This cookie is used to distinguish humans from bots.	Session	Storage local HTML
rc::c	Google	This cookie is used to distinguish humans from bots.	Session	Storage local HTML
what-intent	www.AS.com	Determines the device used to access the website. This allows the website to be formatted accordingly.	Session	Storage local HTML

Audience measurement cookies: Audience measurement cookies are issued by **AS** or by our technical service provider. These cookies allow us to obtain statistics on traffic and/or performance in order to meet various needs (in particular measuring site performance, detecting navigation problems, optimizing technical performance or site ergonomics, estimating the necessary server power, statistical analysis of content viewed).

Statistical cookies (5 in number) help website owners, by collecting and communicating information anonymously, to understand how visitors interact with websites.

Name	Supplier	Purpose	Maximum storage duration	Kind
_ga	Google	Registers a unique ID used to generate statistical data on how the visitor uses the website.	2 years	Cookie HTTP
ga#	Google	Used by Google Analytics to collect data on the number of times a user has visited the website and dates for the first and most recent visit.	2 years	Cookie HTTP
_gat	Google	Used by Google Analytics to drastically reduce the request rate	1 day	Cookie HTTP
_gid	Google	Registers a unique ID used to generate statistical data on how the visitor uses the website.	1 day	Cookie HTTP
collect	Google	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session	Pixel of follow up

Persistent cookies are stored in your browser's cookie file for much longer (however, the cookie's storage time depends on its lifespan). When we use session cookies to monitor the total number of visitors to our site, we do so on an anonymous and aggregated basis (these cookies do not contain personal data). We may also use cookies to identify your computer when you return to our site in order to personalize your web experience on www.alternativestrategies.com. In these cases, we may associate personal data with a cookie file.

Cookies exempt from consent: Audience measurement cookies managed by our service provider **X Internet** are exempt from consent because they comply with the CNIL's recommendations on this matter. However, you have the option to object to the use of these audience measurement cookies exempt from consent via the context menu button "Activate strictly necessary audience cookies".

Audience measurement cookies subject to your consent: Some audience measurement cookies are subject to your consent, which you are invited to give or refuse, during your first visit to our site. You can configure the storage of these cookies by following the instructions under "Configure".

Functional cookies: These cookies allow us to improve and personalize the functionality of the site. These may be internal cookies and/or third-party cookies for the purpose of :

- to offer interactive content ;
- to improve user-friendliness and facilitate the sharing of content on social networks ;
- to view videos and animated presentations directly on our site.

Since these cookies are not strictly necessary, they are subject to your consent, which you are asked to give or refuse during your first visit to our site. You can configure the storage of these cookies by following the instructions under "Configure".

If you do not accept these cookies, some or all of these services may not function properly. By consenting to this type of cookie, third-party sites, including video sharing sites, may collect, according to their own cookie policies, your browsing data on their own behalf in order to target content based on your browsing history.

Cookies similar to advertising cookies: Cookies may be used on the site www.alternativestrategies.com in order to measure the effectiveness of the communication campaigns implemented by **AS** on other partner sites. They are deposited by third parties on behalf of **AS**. As these cookies are not strictly necessary, they are subject to your consent, which you are asked to give or refuse during your first visit to our site. You can configure the storage of these cookies by following the instructions under "Configure". Refusing the implementation of such cookies has no impact on browsing the site.

Marketing cookies (1) are used to track visitors across websites. The goal is to display ads that are relevant and engaging for the individual user and therefore more valuable for publishers and third-party advertisers.

Name	Supplier	Purpose	Maximum storage duration	Kind
rc::f	Google	This cookie is used to distinguish humans from bots.	Persistent	Storage local HTML

Tracers : **AS** may use other tracers, including images (pixels) and tracking links in some of its email communications that allow tracking the receipt, opening of a message and the action of "clicking" on a link present in the message. These images and links are necessary to **AS** in order to :

- Ensure that communications have been properly distributed (functional measure) via email receipt tracking;
- Measure the effectiveness of Direct Marketing campaigns by tracking email openings ;
- Measure the conversion rate of these campaigns on services **AS** via the measurement of clicks on links present in emails;
- Manage email solicitation to avoid "over-solicitation".

In addition to these purposes, this data is used in aggregate form for statistical purposes.

The tags on the links present in the various communications are managed by our audience measurement tool configured in consideration of the CNIL recommendations in order to benefit from the exemption from consent.

Data Collected : The data collected by the cookies we use are connection data relating to Users' navigation on the pages of the Site. We use cookies, web beacons and other storage technologies from third-party partners such as Google and Facebook. This is for marketing purposes. You will be confronted with them on the Site. They allow us to display advertising content from **AS** on other websites you visit.

Set up : When you first connect to our Site, you can configure your choices regarding cookie management and thus consent to the deposit of these by clicking on the "Allow all cookies" button or prohibit this deposit by clicking on the "Refuse all cookies" button. These buttons are located on our cookie information banner which appears on your screen when you first connect. You can also modify your choices regarding cookie management by clicking on the "Configure cookies" button. You can consent to the cookies you want depending on their purpose.

Refuse a Cookie : Please be aware that if you choose to disable cookies completely, you may not be able to use all of our interactive features. If you use multiple computers in different locations, you will need to ensure that each browser is set to suit your preferences. You can delete all cookies that have been installed by using your browser's cookie folder. Each browser offers different procedures for managing your settings.

You can refuse a Cookie through your browser software, which can also be configured to notify you of Cookies placed on your device and ask you to accept them or not (on a case-by-case basis or in full). To do this, simply go to the help menu of your browser to find out how to modify your preferences regarding cookies. Use the options of your web browser if you do not wish to receive cookies or if you want to be notified of their reception. You can easily delete and manage cookies that have been placed in the cookie directory of your browser. This is done by following the instructions provided by the developer of your browser.

If you disable all cookies, you may no longer be able to take advantage of all the features of the Site. Please note that if you have not deleted your cookies or cleared your cache, their contents may affect the autofill functions on the Site **AS**, you are responsible for these actions. **AS** uses Google Analytics Remarketing Lists features for Display Network advertisers, **AS** and Google use first-party cookies (such as Google Analytics cookies). But also, third-party cookies (such as DoubleClick cookies). Jointly in order to inform, optimize and present ads based on your previous visits to our site. Thus, providers like Google can display advertisements of **AS** on other sites you visit. You can opt out of Google Analytics for Display Network advertisers (including AdWords) and personalized Google Display Network ads by visiting the Google Ads Preferences Manager. To give users more control over data collection by Google Analytics, Google has developed an Opt-Out Browser Add-on. Currently available on the Google Analytics Opt-Out Browser Add-on page, this allows you to opt out of certain Google programs.

Refuse a Cookie assimilated to an advertising Cookie : You can manage the use and operation of these Cookies by visiting the advertising Cookie management platform offered by advertising professionals: <http://www.youronlinechoices.com/fr/controler-ses-cookies/> and following the instructions given there. You will then be able to find out which companies are registered on this platform, which offer you the possibility of refusing or accepting the Cookies used by them to adapt the advertisements likely to be displayed to your browsing information.

Refuse a tracker : Most email tools allow you to opt out of the use of trackers described under "Trackers". To do this, you must disable the automatic loading of images. You can usually find this option in the settings menu of your email application. Thus, as long as you do not load images yourself in an email from **AS**, the opening confirmation cannot be tracked.

Duration and retention of consent: Cookies are valid for a maximum period of 13 months. The retention period for your choice regarding the use of these cookies is 6 months. Once this period has expired, your consent will be collected again. Each Cookie differs in its lifespan. As such, a Cookie may be persistent or simply session. A persistent Cookie is a Cookie stored on your Browser until its retention period expires or until you choose to delete it before this expiration date. A session Cookie is a Cookie that will be deleted when you close your Browser.