

POLICY ON USE OF COOKIES AND OTHER TRACKERS

applicable to: www.jcdecauxme.com

Introduction

This is the cookie policy of JCDecaux Middle East FZ-LLC (JCDME), having its principal place of business at Boutique offices, Villa no. 06, Dubai Media City, PO box 214810, Dubai, UAE ("JCDME", "we", or "us"). By using our website, www.jcdecauxme.com (our "Website"), and selecting the appropriate preferences, you consent to our use of cookies, IP addresses and our use of other methods to collect website usage data as detailed in this Policy ("Cookie Policy"). Please read this Cookie Policy together with the Privacy Policy posted on our website <https://www.jcdecauxme.com/jcdecaux-privacy-framework>.

This Cookie Policy explains how JCDME uses cookies and similar tracking technologies when you use our website and services. By using our website and services, you consent to the use of cookies and tracking technologies as described in this Cookie Policy. When you visit our website for the first time, you will be asked to give consent or reject the collection and use of cookies and similar tracking technologies.

What is a cookie or other trackers?

You are informed that, when browsing our websites, cookies can be **placed on your web browser** to enable, in particular, optimal browsing. Cookies are data stored on your terminal equipment. Our websites use cookies to send information to your browser, enabling the browser to pass data back to the original website (for instance, a session ID, language preference or a date). Other types of trackers, such as **Web beacons**, can also be used. These beacons make calls to servers to display a pixel and enable us to share data with third parties for the purposes described below.

Cookies and other trackers do not allow, under any circumstances, any automatic access to any other file on your computer. No unauthorised third party can access the data stored in the cookie. We may, however, use technologies supplied by third parties that result in the placement and use of trackers for purposes of their own.

Why are the cookies used?

We use cookies for several different purposes –

- To provide a personalized experience for our website visitors.
- To collect information on how users interact with our websites, including what pages are visited most, as well as other analytical data. We use these details to improve how our websites function and to understand how users interact with them. To store preferences set by users such as language, location, or any other preferences so that you do not have to repeatedly make these choices when you visit one of our websites. To identify and prevent potential security risks.
- Some of these cookies may be set when a page is loaded, or when a visitor takes a particular action (for example, clicking on "Talent" or a button on a page or a post).

What kinds of cookies and other trackers are used?

On our website, we use the following cookies:

Necessary Cookies

These cookies enable us to:

- Ensure the proper functioning of the website's content management system (Drupal)
- Safeguard the language of navigation chosen by the user
- Safeguard cookies preferences and transfer consent information to partners

These cookies are managed by us and service providers acting on our behalf.

Audience Measurement Cookies

These cookies enable us to improve user's experience and the quality of our services by establishing anonymous audience and frequentation statistics of the website. On our website, we use Google Analytics. To learn more about how Google may process your data, please review their [Privacy Policy](#).

Social networks sharing cookies

These cookies enable us to display and upload a toolbar to share content on the main social networks. On our website, we use AddThis. To learn more about how AddThis may process your data, please review their [Privacy Policy](#). We inform you that if you click on a social network link proposed on our website, you will be redirected directly to the website of such social network. Your data will then be processed according to the privacy rules of such network.

Video Cookies

These cookies enable you to watch videos posted on our website when you click on them. On our website, we use Vimeo and YouTube. To learn more about how Vimeo may process your data, please review their [Privacy Policy](#). To learn more about how YouTube may process your data, please review their [Privacy Policy](#).

Some third-party services may use invisible pixels when sending external newsletters to subscribers. Loading invisible pixels enables them to measure certain behaviours such as the opening of the email or clicking on a link for audience measurement purposes.

When loading a share button bar on our websites, some third-party services may collect non-personal data, using cookies and invisible pixels. They may thus use information about your visits to our websites to offer you ads on other websites about goods and services of possible interest to you.

What choices do you have in terms of cookie management?

You have the choice of setting your browser to accept all cookies, block all cookies, or to inform you whenever a cookie is created, its period of validity and its content, and to refuse the registration of the cookie on your terminal, or else to delete cookies periodically. You can configure your Internet browser settings to disable cookies. However, bear in mind that if you block all cookies you may not be able to use some of the features of the website.

JCDME draws your attention to the fact that if you decline the placement or use of a cookie, a refusal cookie will be installed on your terminal equipment. If you delete this refusal cookie, it will not be possible to identify you as having refused the use of cookies. Similarly, when you consent to the use of cookies, a consent cookie is installed. Consent or refusal cookies must stay on your terminal equipment. These types of cookies expire after 13 months.

To find out more or object to third-party cookies, click on the following links:

- [Privacy Policy](#) for Google Analytics solution

Update & Review

JCDME may update this Cookie Policy from time to time, therefore, we encourage you to periodically review this page for the latest information on the policy. If you are facing any issues or need assistance with any data, please contact our Data Protection Officer at: rishaan.ramkissoon@jcdecaux.com or emilie.larche@jcdecaux.com.

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