



# COOKIE POLICY

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# COOKIE POLICY

Welcome to our website. We are IPCOS.

Below you will find a summary (and more in-depth explanation) about which cookies we use on our website.

## Cookie Policy



Our Website uses cookies.

Our Website [www.ipcos.com](http://www.ipcos.com) uses cookies to **optimize the performance of our website and your user experience.**

By continuing to use our Website, you are supposed to have accepted our Cookie Policy. If you do not agree to our Cookie Policy, we ask you to not to make any further use of our Website.

This text is only about the use of cookies. Our full Privacy Policy can be found [here](#).

## Cookies?

Cookies are small files that are placed **on your computer to**

Cookies are small text files sent to your browser so that it is recognized (“session cookie”). Cookies can enable your actions and preferences to be remembered in order to facilitate your

enable our website and your computer to recognize each other.

navigation of the website (“permanent cookies”). Cookies are stored on your hard drive. Cookies may be installed by the server of the website that you visit (first party) or by partners with which our website collaborates (third party). Cookies only read the information sent by the cookie. They do not have access to other information.

## What do we do with cookies?

We use the following types of cookies:

- Cookies necessary for the proper functioning of our Website
- Cookies analyzing how our Website is used

In advance, we would like to confirm that we highly value your privacy.

Our cookies only record your behavior anonymously on our website. This way we know how our website is used and how we can improve it, without collecting your personal data.

We use the following types of cookies for the following purposes:

- **Essential cookies:**  
These first- party cookies are essential for you to browse the website and use its features.
- **Functional and performance cookies:**  
These third-party cookies are used to collect information on the use that you make of the website (which pages visited most, where do problems arise etc.) in order to improve its content and to adapt it the our visitors’ requirements by improving its ease-of-use.

# What specific cookies do we use?

We specifically use the following cookies:

- Essential cookies on [www.ipcos.com](http://www.ipcos.com)
- Google Analytics
- Cookies for social media sharing
- Third Party cookies (f.e. Youtube)

We use the following cookies:

- On [www.ipcos.com](http://www.ipcos.com)
  - First party essential cookies
  - Goal: to improve the operation and functioning of the website, error detection
  - Data: anonymous data that cannot lead to identification, are permanently retained here.
  - Validity: cookies expire after closing the page.
- Google Analytics
  - Third-party analytical cookies
  - Goal: analysis of your use of our Website, how you get to us, what device you use, from where you visit our Website, etc.
  - Data: technical identification data and behavior. We do not have access to the information collected ourselves, only to the resulting statistics.
  - Validity: in principle, our cookies expire after a maximum of 6 months.
- The cookies installed for social media purposes allow visitors to share the content of the webpage visited on social media networks.
- IPCOS also integrates content from third parties in the website. Examples of this are the integration of



YouTube videos. These third-party providers can theoretically set cookies while you are visiting the IPCOS website, obtaining the information that you have opened a IPCOS website, for example. Please visit the websites of third-party providers to obtain more information regarding their use of cookies.

## How to control cookies yourself?

By configuring your browser settings in order to delete, deactivate or accept cookies

You can delete, deactivate or accept the website's cookies at any time by configuring your browser settings.

All browser technologies allow you to manage cookies in the cookie folder of your web browser. This means that you can either delete cookies from your cookie folder after visiting our website or you can set your preferences for the use of cookies before you start visiting our website. Please note that, as mentioned above, deleting or rejecting cookies may have a detrimental effect on your user experience of our website.

To find out how to delete, deactivate or accept cookies, visit your browser's website via the following links:

[Firefox](#), [Chrome](#), [Safari](#), [Internet Explorer](#), [Edge](#)

## Changes

This cookie policy may change at any time.

IPCOS may update its Cookie policy from time to time within the legally permitted limits. When these changes affect you and/or your rights, a notice will be posted on our website.

## Copyright and quality label

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