

COOKIE POLICY

WYYLDE

This cookie policy explains how and why we use cookies and what settings are available. It is in addition to the privacy policy and can be found on the WYYLDE platform (hereinafter the “Platform”).

“Cookies”, also known as “trackers” or “connection cookies” are small text files containing data which are stored on a device (computer, tablet, smartphone, etc.) when you visit a website.

There are two main types of cookie:

- Our cookies, i.e. the ones we store on your device. We generally use these to identify users, facilitate navigation on the Platform, and save their preferences.
- Third-party cookies. These cookies may be used by a third party to recognise your device when you visit other websites.

1. Our cookies

We use cookies and other similar tracking devices, such as tags or web beacons, on our Platform to:

- Gather information about your preferences, your online movements and your use of the internet in order to provide statistics and improve the usability of our Platform, identify design issues with the Platform, communicate with you and build on our customer relationship. We do this using proven third-party solutions which respect your personal data;
- Conduct research and statistical analysis to improve Platform content as well as our services, and to help us better understand your needs and expectations as a prospective customer or user. We do this using third-party solutions to analyse statistics about visits to our Platform and to monitor your interactions with pages on the Platform;
- Make your online experience more comfortable and enjoyable

Please note

If you have agreed to cookies being stored on your browser, the cookies built into the pages and the content you have viewed may be stored temporarily in a specific area of your browser. These can only be read by whoever set them there. This information may be stored from a few minutes up to two years.

2. Third-party cookies

We work with third-party providers such as Google Tag Manager and Google Analytics, who may also set cookies on the site for anonymised statistical and tracking purposes. These third parties are responsible for such cookies installed on our Platform

Please note

Information collected by these third-party cookies may be transferred outside the European Union. Some cookie providers do have servers located globally to ensure a better quality of service. If you would like any further information, please view the privacy policies for these Third Parties, which can be found on their websites.

3. Cookie types

Essential cookies or ones which do not store any personal data



These cannot be rejected as they are needed for the Platform to work

These cookies are essential for the Platform to work and cannot be disabled in our systems. Strictly necessary in order to deliver the Platform, these cannot be rejected without adversely affecting how the Platform operates. These cookies are normally only set in response to actions you take, such as setting privacy preferences, the language or filling in forms. You can configure your browser to block these cookies, or to alert you about them, but some parts of the Platform will not work. These cookies do not store any information which can be used to identify you personally.

Functional cookies (experience and relationship)



You can reject these but this might adversely affect how you navigate the Platform

These cookies are used to improve the functionality of our Platform. They may be set by us or by third-party providers whose services we have added to our pages. You can reject these cookies by not giving your consent. If you do not allow these cookies, some or all of these services may not function properly.

Cookies for analytics, performance and making the experience more personal



These can be rejected

These cookies allow us to count visits and where traffic comes from, so that we can measure and improve the performance of our Platform. They help us understand how our Platform is used, so we can make changes to our Platform to improve your experience. These are non-essential cookies managed by the cookie banner. You can reject these cookies by not giving your consent.

**Marketing cookies,
for targeted
advertising**



**These can be
rejected**

These cookies are used to display ads which are more relevant to you. They may be used by our advertising partners to build up a profile of your interests and display relevant ads on other sites. They do not store any personal information directly, but are based on uniquely identifying your browser and internet device. You can reject these cookies by not giving your consent. If you do not allow these cookies, you will see fewer targeted ads.

4. Disabling cookies

Cookies play an important role in how our services operate. Disabling them might have the effect of reducing or preventing access to all or part of our services (especially with essential cookies).

If you are not satisfied with how we use cookies:

- They can easily be deleted by going to your browser's cookies folder;
- You can also configure your browser to block cookies or display a pop-up before a cookie is installed on your computer;
- You can check your settings, configure cookies, and accept or reject them at any time by going to the Platform's cookies management page, the link to which is shown at the bottom of each page on the Platform and which can also be accessed from the privacy settings under 'your account'. You can set your preferences for the Platform overall or depending on intended use.