



POLICY ON PERSONAL DATA

Latest update: 29/10/ 2015

This document details the various measures taken by Ina to protect your personal data, in line with Law no. 78-17, known in France as "the IT and freedoms law", which was amended on 6 January 1978. The data concerned are those you provide us with when you navigate on the inamediapro.com website, published by Ina and henceforth designated as "the Site", as defined within our General Conditions of Use.

1. Personal data collected at your initiative

If you want to access certain services provided by our Site, such as a subscription to an InaMEDIAPRO newsletter, you will be asked to provide certain personal data, namely your email address, so that we can meet your request. We use this personal information for the sole purpose of providing you with services which you have agreed to receive.

Insofar as you have given us your prior agreement, we will be entitled to use this personal information in the conditions specified here to keep you informed by email about our products and services.

However, when we collect information that is likely to be used to keep you abreast of our products and services, you will also have the possibility of agreeing or refusing that this information be used for commercial prospecting.

Moreover, every email we send you contains an "unsubscribe link", which enables you to stop this type of communication.

If you choose to unsubscribe, your name will be withdrawn from the corresponding mailing list as soon as is technically possible.

2. Cookies

WHAT IS A COOKIE?

When you consult our Site, cookies are stored on your computer, mobile phone or tablet. A cookie is a text file that is sent to your computer when you visit a website or consult an advertisement. Cookies are designed to collect information on your navigation on the Site or to send

you personalised services.

We use cookies to adapt our Site to meet our users' requirements, so that we can identify you to provide access to your account for instance.

Most cookies can be managed by the Internet browser you use.

This page will help you understand how cookies work and how to use the tools available to set them.

VARIOUS SOURCES OF COOKIE

Ina cookies

These are the cookies Ina stores on your computer to enable you to navigate on our Site.

Third-party cookies

These are cookies stored on your computer by other companies, notably to measure our Site audience.

They can be stored when you navigate on our Site.

Ina cannot always control third-party cookies issued by our partners acting on their own behalf. If need be, and insofar as is possible, we will refer you to the tools made available by our partners to manage third-party cookies.

VARIOUS TYPES OF COOKIE

Various types of cookie, with different purposes, are used on our Site. Some of them are required for the smooth running of our Site.

Cookies that are strictly necessary

These cookies are necessary for the smooth running of our Site. They enable you to use its main functions (namely to connect to your account). Without these cookies, you will not be able to use our Site properly. Ina only stores on your computer those cookies required for the smooth running of the Site.

Functional cookies

These are cookies that enable you to personalise your navigation on our Site. Ina does not use functional cookies on its Site.

Analytical cookies

These are cookies that enable us to follow the uses and performances of our Site and to improve the way it operates (for example to see which pages are consulted the most frequently, the searches made by surfers in our Site's search engine, etc.). These cookies are set at Ina's request so that they remain totally anonymous and consequently do not require your authorisation.

However, you may at any time refuse the storage of these cookies on your computer, by going to the following link (<http://www.xiti.com/en/optout.aspx>).

These are third-party cookies.

Advertising cookies

These are cookies used to present adverts or to send you information related to your centres of interest on the sites of third-party and other publishers when you browse the Internet. Notably, they are used to limit the number of times you see an advert and to assist in measuring the impact of an ad campaign.

Your rejection of these advertising cookies does not have an impact on the use of our Site. However, it will not prevent the display of these ads on third-party sites or on the Internet. Rather, the effect will be to display adverts that do not take into account of your centres of interest or preferences. These are third-party cookies linked to advertising networks.

Ina does not use them on this Site.

Social network cookies (social network sharing buttons)

Notably, these buttons facilitate the sharing of our Site pages and content on various social platforms. For example, they enable you to “like” and share our Site information with your friends and social networks.

To this end, social network sharing buttons can use cookies that allow surfer navigation to be tracked, whether or not you use these platforms, or are connected to the social network while navigating. These cookies also enable advertising offers to be targeted on these platforms. They are third-party cookies.

Ina does not use this type of button on the Site. You will, however, find a button that enables you to follow our Site activity on the Linked-In professional network. By clicking on the social network button, you will go to the Linked In social network, which can then store cookies on your terminal.

For more information on the use of your personal data linked to the Linked In social network, you can consult the Linked In confidentiality policy available below:

https://www.linkedin.com/legal/cookie-policy?_l=fr_ENG

ACCEPTING OR REFUSING COOKIES

There are different ways of managing cookies.

Internet browser settings

At any time, you can opt to disable the cookies stored on your computer if you wish to remove the information they contain once and for all. Your browser can also be set to tell you which cookies are stored on your computer, and ask you to accept or reject them. You can accept or reject these cookies one by one or systematically.

However, this setting is likely to modify your conditions of access to our services requiring the use of cookies.

If your browser is configured to reject all cookies, you will not be able to take full advantage of our Site, for example accessing your account. For optimum cookie management, we invite you to set your browser by taking their *raison d'être* into account, as mentioned above.

Every browser is configured differently, and is described in the browser's Help menu. This will show you how to modify your cookie-related preferences.
Your Internet browser settings can be set to deactivate cookies by following the indications below:

1/ if you use the Internet Explorer browser

<http://windows.microsoft.com/en-us/windows7/how-to-manage-cookies-in-internet-explorer-9>

2/ if you use Firefox

<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

3/ if you use Safari

https://support.apple.com/kb/PH19214?locale=fr_FR&viewlocale=en_US

4/ if you use Google Chrome

<https://support.google.com/chrome/answer/95647?hl=en>

Settings on a cookie-management platform

You can manage certain third-party cookies by going to the cookie-management platforms suggested by the third party. As far as our Site is concerned, you can refuse analytical cookies from our Partner by going to the following link (<http://www.xiti.com/en/optout.aspx>).

3. Non-disclosure of personal data

Personal data collected through our Site will not be disclosed, sold, rented or shared by Ina with any third party without your consent.

However, to remain in compliance with our legal and regulatory obligations, your personal data could be transmitted to the competent authorities.

Ina is committed to ensuring the protection of your personal data by applying the standard protection technologies to encode information transmitted on line. These various securitisation technologies and procedures protect your personal information and forbid any unauthorised person from accessing, using or disclosing that information.

Ina cannot be held responsible for the content on the websites to which the links on our Site refer users, or of their level of security or confidentiality practices applied therein.

4. Rights of access, rectification and opposition

These data are handled in compliance with the 6 January 1978 Law 78-17 on IT, files and freedoms, amended by Law 2004-801 dated 6 August 2004.

You have the right to access, modify, rectify and oppose the information collected, by a simple written request to marketing@ina.fr, or cil@ina.fr or to the IT and Freedoms correspondent (Correspondant Informatique et Libertés), Direction Juridique de l'Ina, 4 avenue de l'Europe, 94366 Bry-sur-Marne cedex.

The present document is subject to updates.

In this case, we indicate the latest update at the top and bottom of the present document. Your consent will be required systematically if the update of this declaration of confidentiality affects the rights to use the personal information in the clauses of this document in any way whatsoever at the time the information is collected.

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