

Effective Date: September 14<sup>th</sup> 2018

## **COOKIE POLICY**

**INTERNATIONAL MANAGEMENT GROUP SAS, 20 rue de la Baume, 75008 Paris, organiser of TOUTANKHÂMON, LE TRESOR DU PHARAON**, ("we", "us", "our") are committed to protecting and respecting your privacy as described in our Privacy Notice, of which this Cookie Policy forms a part.

By consenting to this cookie policy ("Cookie Policy"), you acknowledge and consent to our website using cookies and other similar technologies (as described below) to distinguish you from other users of our website and for analytics. This helps us to provide you with a good experience during your visit to our website. This also allows us to improve our website and provide you with tailored content and advertising. For example we can recognise and remember important information that will make it more comfortable browsing our website such as preferred settings.

A cookie is a small file of letters and numbers that we store via your browser on the hard drive of your computer or your mobile device, if you agree.

We may automatically collect and store certain information about your interaction with our website, including IP addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamps, and related data. We use this information, which does not identify individual users, solely to improve the quality of our products and services.

### **Purposes of collection**

You can find more information about the types of cookies we use and the purposes for which we use them set out below.

### **First party cookies**

- **Session Cookies** (Technical Cookies): Their use is strictly limited to sending the session identifiers (random numbers generated by the server) needed for secure and efficient Website browsing. They are not permanently stored on the user's computer and are deleted upon browser closing. In particular, the use of the session cookies aims at ensuring security and improving of the offered service; and
- **Technical Cookie**: It is required to keep track of the consent given by the user.

The described cookies do not require your consent to be installed and used.

### **Third party cookies**

Some third parties can also provide cookies on our website(s). These cookies or similar technologies are managed by the third parties set out in the table below, and are divided into the following categories:

- **Analytical Cookies:** we use Google Analytics, the web analytics service offered by Google, Inc. (“Google”) to analyse how our Website is used. This service uses cookies generating information on your use of our Website (including your IP address), collected from Google in an anonymous form. Disabling these third-party cookies does not affect the Website use;
- **Marketing/Advertising:** Cookies used to provide advertising services on a given Website fall within this category. Disabling these third-party cookies does not affect the Website use; and
- **Profiling Cookies:** They are used to trace the user’s network browsing and create profiles about his/her tastes, behaviour, choices, etc. These cookies allow the transmission of online advertising messages to the user’s device with the preferences already expressed by that same user when browsing. In accordance with applicable laws, using these cookies and any processing related thereto require the prior user’s consent. Disabling these third-party cookies does not affect the Website use.

We suggest that you visit these third-party websites to understand how their cookies are used.

Type of Cookie	Purpose of Cookie	Profiling	Duration	Link
Google Analytics	The web analytics service offered by Google, Inc. (“Google”), to analyse how our Website is used. This service uses cookies generating information on your use of our Website (including your IP address), collected from Google in an anonymous form. Disabling	Yes	3 years	<a href="https://policies.google.com/technologies/partner-sites">https://policies.google.com/technologies/partner-sites</a>

these third-party cookies does not affect the Website. These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited. Used to track the actions of visitors to the site. These

DoubleClick  
lick

Yes

3  
years

<https://policies.google.com/technologies/partner-sites>

	<p>cookies may be used to optimise paid media activity such as removing those who have already bought tickets from any future digital ticket sales campaigns</p> <p>Used to track the actions of visitors to the site that have come from Facebook. These cookies may be used to</p>			
Facebook	<p>ok optimise Facebook activity such as removing those who have already bought tickets from any future digital ticket sales Facebook campaigns</p>	Yes	3 years	<a href="https://www.facebook.com/full_data_use_policy">https://www.facebook.com/full_data_use_policy</a>
Adobe Analytics	<p>The web analytics service</p>	Yes	3 years	<a href="https://www.adobe.com/privacy/policy.html">https://www.adobe.com/privacy/policy.html</a>

offered by Adobe, to analyse how our Website is used. This service uses cookies generating information on your use of our Website (including your IP address), collected from Adobe in an anonymous form. Disabling these third-party cookies does not affect the Website. These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information

in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited.

Used to track the actions of visitors to the site that have come from sites on the Rocketfuel network. These cookies may be used to

Rocketfuel

optimise Rocketfuel network activity such as removing those who have already bought tickets from any future digital ticket sales Facebook campaigns

Yes

3 years

<https://rocketfuel.com/privacy/>

Youtub e	Used to track the actions of visitors to the site that have come from YouTube. These cookies may be used to optimise YouTube activity such as removing those who have already bought tickets from any future digital ticket sales Facebook campaigns Used to manage the website platform	Yes	3 years	<a href="https://policies.google.com/technologies/partner-sites">https://policies.google.com/technologies/partner-sites</a>
AddThis	and make any changes to content and structure	No	3 years	<a href="http://www.addthis.com/privacy">http://www.addthis.com/privacy</a>
Bluekai	Used to collect non-personally identifiable information regarding offline collected attributes and digital usage	Yes	3 years	<a href="https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html">https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html</a>

patterns of users of mobile devices and computers. We use the information to compile reports and to help us improve our marketing. We use non-personally identifiable means, including "cookies", "pixel tags," and in some instances, statistical ID's, to collect and store Preference Data. We do not use flash cookies.

Act as a third party when we set Ve cookies.

VE Interactive	They also rely on the use of non Ve, third party cookies, and similar technologie	Yes	3 years	<a href="https://www.ve.com/privacy-policy#part-i">https://www.ve.com/privacy-policy#part-i</a>
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s set on our site in order to collect information about the people who interact with site content.

We use these cookies and similar technologies to personalise the online experience of persons who visit the site.

Some cookies are required for technical reasons in order for our Websites to operate, and we

BidSwitch

refer to these as “essential” or “strictly necessary” cookies.

Yes

3 years

<http://www.bidswitch.com/privacy-policy/>

Other cookies also enable us to track and target the interests of our users to

	enhance the experience on our Websites. Third parties serve cookies through our Websites for advertising, analytics and other purposes.			
Rubicon Project	In general, cookies are used to retain user preferences , store information for things like shopping carts, and provide anonymised tracking data to third party applications like Google Analytics.	Yes	3 years	<a href="https://rubiconproject.com/blog-fr/transparency-informed-consent-and-control-needed-from-publishers-under-eu-cookie-law">https://rubiconproject.com/blog-fr/transparency-informed-consent-and-control-needed-from-publishers-under-eu-cookie-law</a>
AppNexus	This cookie contains a unique randomly-generated value that enables the Platform to	Yes	3 years	<a href="https://www.appnexus.com/en/company/platform-privacy-policy">https://www.appnexus.com/en/company/platform-privacy-policy</a>

distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the Platform. This information is used by clients to select advertisements for delivery by the Platform, and to measure the performance of, and attribute payment for, those advertisements.

Yahoo collect non-personally Yes

3 years

<https://policies.oath.com/ie/en/oath/privacy/index.htm>

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identifiable information regarding offline collected attributes and digital usage patterns of users of mobile devices and computers. We use the information to compile reports and to help us improve our marketing. We use non-personally identifiable means, including "cookies", "pixel tags," and in some instances, statistical ID's, to collect and store Preference Data. We do not use flash cookies. Used to manage the sharing of content with social platforms such as

AddToAny

No

3 years

<https://www.addtoany.com/privacy>

Share This	<p>Facebook and Twitter</p> <p>Used to manage the sharing of content with social platforms such as Facebook and Twitter</p>	No	3 years	<a href="https://www.sharethis.com/privacy/">https://www.sharethis.com/privacy/</a>
Oracle Eloqua	<p>Used to collect non-personally identifiable information regarding offline collected attributes and digital usage patterns of users of mobile devices and computers. We use the information to compile reports and to help us improve our marketing. We use non-personally identifiable means, including "cookies", "pixel tags," and in some instances, statistical ID's, to</p>	Yes	3 years	<a href="https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html">https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html</a>

	<p>collect and store Preference Data. We do not use flash cookies.</p>			
W55C	<p>w55c.net is a domain used by <a href="#">dataxu</a> when directed by a customer, to place cookies on the computers of visitors to our customer's websites and those who view advertisements. The domain w55c.net will NOT install any software on your computer or mobile device.</p>	Yes	3 years	<a href="http://info.evidon.com/more_info/2532?ecaid%5B2532%5D=preview preview">http://info.evidon.com/more_info/2532?ecaid%5B2532%5D=preview preview</a>
Tapad	<p>Track cross device visits (mobile, desktop, tablet, connected TVs)</p>	No	3 years	<a href="https://www.tapad.com/privacy-policy">https://www.tapad.com/privacy-policy</a>

Plugins for collecting "contact form" data	These are plugins which enable us to access your "contact form" data which we can use to promote competitions.	No	3 years	Refer to above for specific plugins
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You also acknowledge and consent to the use of third party cookies (including, for example, those provided by operators of advertising networks and providers of external services like web traffic analysis services). You acknowledge that where we allow advertising networks, external services, and other third-party services on the website, we have no control over cookies they collect.

### **Refusing or deleting cookies**

Most internet browsers are set up by default to accept cookies. However, if you want to refuse or delete any cookies (or similar technologies), please refer to the help and support area on your internet browser for instructions on how to block or delete cookies (for example: Internet Explorer, Google Chrome, Mozilla Firefox and Safari). Please note you may not be able to take advantage of all the features of our Website, including certain personalised features, if you delete or refuse cookies.

To opt out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout>.

For more information on managing cookies, please go to [www.allaboutcookies.org](http://www.allaboutcookies.org)

### **If you are a resident in the EU:**

For more information on managing cookies, please visit [www.youronlinechoices.eu](http://www.youronlinechoices.eu) which has further information about behavioral advertising and online privacy.

### **Changes to our Cookie Policy**

This Cookie Policy may be updated from time to time.

If we change anything important about this Cookie Policy we will notify you through a pop-up on the website for a reasonable length of time prior to and following the change. You may review the Cookie Policy by visiting the website and clicking on the "Cookie Policy" link.