**Cookie policy**

Last modification : 26 May 2021

The Cookie policy is available in French and in English. In any case, the French version shall prevail.

The Institute uses cookies on its web pages.

A cookie is a small file that is useful for browsing websites. It is stored on the hard drive of your computer, tablet or mobile phone when you consult web content. It is not linked to a person but to a device.

With these cookies, certain settings of your browser and data about the exchange between your browser and the web page are saved.

The Institute uses several types of cookies:

* **Necessary cookies** help to make the website usable by enabling basic functions. The website cannot function properly without these cookies.
* **Statistical cookies are** used to understand how users interact with the website.
* **Marketing cookies are** used to track users through the website.
* **Third-party cookies** created and managed by external services.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Type | Name  | Domain | Lifetime | Purpose |
| Necessary cookies | JSESSIONID | nr-data.net | session | Preserves the configuration of user settings |
| Statistics cookies (anonymous) | \_dc\_gtm\_UA-# | graduateinstitute.ch | 1 day | Controls the loading of the Google Analytics script base |
|  | \_ga [Google analytics] | graduateinstitute.ch | 2 years | Stores a unique identifier used to generate statistical data on how the visitor uses the site |
|  | \_gat [Google analytics] | graduateinstitute.ch | 1 day | Used to reduce the rate of queries |
|  | \_gid [Google analytics] | graduateinstitute.ch | 1 day | Stores a unique identifier used to generate statistical data on how the visitor uses the site |
|  | \_hjAbsoluteSessionInProgress | graduateinstitute.ch | 1 day | Counts how many times a site has been visited by different visitors  |
|  | \_hjid | graduateinstitute.ch | 1 year (HTTP)Persistent (HTML) | Allows to obtain data on user behaviour (definition of a unique identifier for the session) |
|  | \_hjIncludedInPageviewSample | graduateinstitute.ch | 1 day (HTTP)Persistent(HTML) | Determines whether the user's navigation should be recorded in a certain space reserved for statistics |
|  | \_hjTLDTest | graduateinstitute.ch | Session  | Detects the SEO of the website. Part of a third party statistics and analysis service |
|  | collect | google-analytics.com | session | Sends data to Google Analytics about the device and visitor behaviour |
| Marketing cookies | \_fbp | graduateinstitute.ch | 3 months | Used by Facebook to provide a range of advertising products  |
|  | ads/ga-audiences | google.com | session  | Used by Google AdWords to re-engage visitors who are likely to convert to customers |
|  | d/px | adsymptotic.com | session  | Collection of data on visitor preferences and behaviour  |
|  | IDE | doubleclick.net | 1 year | Measures the effectiveness of advertisements |
|  | pagead/1p-user-list/# | google.com | session  | Detects how the user navigates between different sites |
|  | test\_cookie | doubleclick.net | 1 day | Checks whether the user's browser accepts cookies |

**Social media and third party cookies**

The Institute is present and active on social media. The social media plugins are recognisable by the logo of the corresponding social network.

When you visit a page on our website that contains an activated plugin, your browser establishes a connection with the server of the provider. Some information is transmitted to the third-party provider.

Even if you are not a member of the relevant social networks, it is possible that they may know your IP address via the social plugin.

If you are connected to one of the social networks, the third-party providers can directly allocate the visit to our website to your personal profile in the social network. If you interact with the plugins, the corresponding information is also transmitted to a server of the third-party providers where it is stored. In addition, the information will be published on the social network, on your accounts. For information on the purpose and scope of the data collection, the further processing and use of the data by the third-party provider, as well as your rights in this respect and the options for adjusting them to protect your privacy, please refer to the data protection information of the third-party provider.

The cookie policy of these third parties is beyond our control.

If you wish to prevent social media from attributing the data collected on our websites to your personal profile in the relevant social network, please log out of the relevant social network before visiting our websites.

External providers on the Institute's websites :

**YouTube**

**Instagram**

**Twitter**

**Facebook**

**Linkedin**

**SoundCloud**

**SimpleCast**

These services provided by third parties are beyond the control of the Institute.

**Google Analytics**

Google Analytics is a websites analysis service provided by Google Inc. USA ("Google"). The information generated by the cookie about your usage of the website (including your IP-address) ("data") will be transmitted to and stored by Google on servers outside Switzerland, in particular in the USA and saved there. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for the Institute and providing other services relating to website activity and internet usage.

**Communication to third parties.** Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf, including the Institute. To the best of the Institute's knowledge, Google will not associate your IP address with any other data held by Google. For its part, the Institute undertakes not to transfer all or part of the data.

**Visitor's agreement as a consequence of accessing the Websites.** By logging on to the websites, you expressly agree to the terms and conditions of use of Google Analytics, in particular the processing of your personal data by Google in accordance with the conditions set out in the General Terms and Conditions.

**Exclusion of any liability or responsibility as regards Google Analytics.** The Institute cannot be held liable or responsible in any form whatsoever and/or for any reason whatsoever for any eventual damage of whatsoever nature as regards the use of Google Analytics and/or the processing of the Analyzed Information by Google.

**Your rights to object to cookies**

By using our website, you consent to the use of the above-mentioned cookies.

* You can delete any cookies that are already on your device by clearing your browser history. All cookies from sites you have visited will be deleted but you may lose some site preferences.
* You can also change your browser settings to refuse cookies or to ask you before accepting a cookie. To do this, you can refer to your browser software and follow the instructions. In general, you should go to the "tools menu" or the "configuration menu" and choose settings or preferences.

For more information on cookies: https:[//www.aboutcookies.org/](https://www.aboutcookies.org/)

Please note that if you choose to block all cookies, you may find that your use of our site or certain features may be impaired.

DPO - Contact email   |