

Cookies policy

1. What is a cookie?

When you browse the <https://www.heyaxel.com/> website (hereinafter the "**Site**"), cookies, pixels and other tracers (hereinafter referred to together as the "**Cookie**" or "**Cookies**") are deposited on your browser.

A cookie is a small file, often encrypted, stored in your browser or terminal and identified by a name. It is deposited when you visit a site. Each time you return to the site in question, the cookie is retrieved from your browser or terminal. Thus, each time you visit the site, the browser is recognised.

The deposit of these Cookies may allow us to access your browsing data and/or personal data about you.

2. Identification of Cookies

We may use advertising, content customization, social networking or audience measurement Cookies or to cross-reference your identifier on the Site with data processed by our prospect/customer relationship tools. You will be informed of this when you first visit the Site using these Cookies. You will then be invited to accept or refuse them in accordance with the procedures described below.

➤ **Technical and functional cookies**

Technical and functional cookies are necessary for the proper functioning of the Site and to provide you with our services. They are used throughout your browsing experience to facilitate and perform certain functions.

A Technical Cookie may, for example, be used to remember your responses to a form or your preferences for the language or layout of the Site, where such options are available.

➤ **Advertising cookies**

Advertising cookies may be created not only by our Site but also by other websites that display advertisements, announcements, widgets or other elements on the page displayed.

These cookies can be used to personalize and measure the effectiveness of advertising or to carry out advertising targeting.

➤ **Content personalization cookies**

Content personalization cookies allow us to offer you content that is most likely to correspond to your interests, based on your browsing profile. Your browsing profile is established according to the content you have already consulted.

➤ **Cookies for audience measurement and navigation**

The audience measurement and navigation cookies enable us to better understand your behaviour on our Site and to carry out aggregate analyses of the Site's audience.

3. Your cookie preferences

➤ **Cookies that can be deposited without consent**

Some cookies do not require your consent, such as

- Technical and functional cookies that are necessary for the operation of the Site;
- Certain audience measurement Cookies or Cookies that allow different versions of the Site to be tested for the purpose of optimizing editorial choices.

➤ **Acceptance or refusal of Cookies subject to your express consent**

All other cookies require your consent. These are advertising cookies, content customization cookies and certain audience measurement cookies. You can freely choose to accept or refuse the use of these Cookies.

You can accept or reject these cookies when you first visit the Site.

Your choices to accept or decline Cookies will be retained for a period of six (6) months.

You are free to withdraw your consent and more generally to change your preferences at any time via [the following link](#).

➤ **Setting up your browser**

It is also possible to set your browser to accept or reject certain cookies. Each browser has different settings.