

# WEFIGHT COOKIE POLICY

At Wefight we put high emphasis on respecting your privacy, which is why we ask you to read this document about the use of cookies (hereinafter the “Policy”) to understand how Wefight uses cookies and other trackers on its website and in its apps.

This policy is intended to supplement Wefight’s Privacy Policy and Terms of Service.

Any terms beginning with a capital letter and not defined in this document are understood to have the meaning defined in our T&Cs.

## Article 1 SCOPE OF THE POLICY

This policy applies to the following:

- the Wefight website available at the following address: <http://www.wefight.co> as well as its various Landing Pages (hereinafter “the Website”)
- the Vik mobile apps available on the Apple store and the Google Play Store (hereinafter “the App” or “Apps”)

## ARTICLE 2 WHAT IS A COOKIE?

A cookie is a small text file temporarily saved on your computer, tablet, smartphone or any other device that allows you to browse the Website and/or use the App.

They allow the website to recognise your device and store certain information about your preferences or past actions to make the website work or to make it more efficient as well as to provide information to the website owners. In short, cookies help us provide you with a good experience while browsing our Website and they also allow us to improve our Website.

## ARTICLE 3 ARE ALL COOKIES THE SAME?

Cookies differ depending on their duration and origin.

There are 2 types of duration for cookies:

- session cookies, which are temporary and will be deleted when you close your browser
- persistent cookies, which remain stored on the hard drive of your device for a period predetermined according to their purpose. You can also manually delete these cookies.

Cookies can come from different sources:

- first-party cookies are created by the website you are visiting;
- third-party cookies are created by third-party vendors and placed by the website owner for different purposes.

Other technologies such as web beacons (also called pixels tags or clear gifs), tracking URLs or software development kits (SDKs) are used for the same purposes as cookies. Web beacons are small graphic files that contain a unique identifier that allows us to recognise when someone has visited our Service or opened an email from us. Tracking URLs are custom-generated links that help us understand where traffic to our web pages is coming from. SDKs are small pieces of code contained in applications that function like cookies and web beacons.

For simplicity, we use the word “cookies” in this Cookie Policy to describe all these technologies.

## ARTICLE 3 WHY DO WE USE COOKIES?

We use cookies on our Website and trackers in our apps for the purposes listed below.

To do this, we authorise certain third-party partners to install or access cookies on the hard drive of your device when you visit our Website or use one of our Apps.

### ON THE WEBSITE

#### → Cookies necessary for the functioning of the website

As part of running the Website, we use necessary cookies that allow the site to function optimally. They allow basic functions such as navigation on pages, access to secure areas and setting privacy preferences.

They register a unique ID on Google Analytics that is used to generate statistical data on how the visitor uses the Website.

#### → Audience measurement cookies

Cookie name	Duration	Purpose
_ga	2 years	They register a unique ID on Google Analytics that is used to generate statistical data on how the visitor uses the Website.
_gid	24 hours	
_gat_UA-159826735-1	1 minute	Used by Google Analytics to throttle the request rate

We also use analytical or audience cookies through the services provided by Google. This company acts on our behalf.

The cookies placed by Google make it possible to collect and process your browsing data, which allows us to measure the audience of the Website and establish aggregate statistics.

We measure the viewed content so that we can evaluate it and improve the Website's ergonomics, and we can segment the Website's audience to assess the effectiveness of editorial choices. This never involves targeting an individual.

We do not follow your browsing outside the Website and do not transmit your data to third parties.

#### → Advertising cookies

We use certain advertising cookies exclusively on our Landing Pages. They allow us to keep track of your visit on our Website, the pages you have browsed and the links on which you have clicked in order to display personalised advertisements based on your preferences.

Tool name	Company	Purpose
Google Ads	Google	Re-engaging visitors likely to be converted into users based on their behaviour on the Website
Facebook Pixel	Meta	

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## IN OUR APPS

Our mobile apps do not use cookies. However, they access and collect certain unique User Data from your device to recognise the device the next time you visit.

Internal and partner trackers and tools have been installed in the App and the web App to access and collect details about you.

In particular, they allow us to:

- ensure the proper functioning of the App
- ensure the proper functioning of certain functions
- use them for advertising and analytical purposes if you have granted consent.

### → Technical requirements:

When you use our apps, some trackers collect and process data from your device for authentication or security purposes. Functional trackers are also used and allow us to improve and optimise your experience of our applications or they are necessary for using certain functions.

### → Analytical requirements:

We use audience measurement trackers to collect information about your browsing behaviour, analyse traffic in our Apps and measure audience statistics. In particular, this allows us to improve our Apps according to user requests and requirements.

Tracker	Company	Purpose
Adjust	Adjust	Audience measurement and attribution
Facebook	Facebook	
Google Firebase Analytics	Google	

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## ARTICLE 5 HOW TO MANAGE COOKIES?

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### ON THE WEBSITE

Your consent remains a priority. This is why we ask you before installing cookies, with the exception of those that are needed due to technical requirements, which are only used to allow browsing on the Website.

You can oppose the saving of cookies on your machine at any time

- by setting your choices via the information banner relating to cookies available during your first visit
- by deleting them via your browser settings.

The configuration of each browser is different. It is described in the help menu of your browser which will allow you to find out how to modify your cookie preferences.

- **For Chrome:** <https://support.google.com/chrome/answer/95647?hl=fr&hlrm=en>

- **For Internet Explorer:** <https://support.microsoft.com/fr-fr/help/17442/windows-internet-explorer-delete-manage-cookies>
- **For Safari:** <https://support.apple.com/fr-fr/guide/safari/sfri11471/mac>
- **For Firefox:** <http://support.mozilla.org/fr/kb/cookies-informations-sites-enregistrent?redirectlocale=fr&redirectslug=G%C3%A9rer+les+cookies>
- **For Opera:** <http://help.opera.com/Windows/10.20/fr/cookies.html>

However, we would like to remind you that modifying your cookie settings is likely to affect your access to our Services and your browsing comfort.

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## IN OUR APPS

When you register in one of our Apps, you are asked to read this Cookie Policy and to expressly consent to it. This consent is electronic.

In addition, your consent is requested for the use of trackers in our Apps and for the collection of information by tracking tools (IOS users only). Your consent is not required when the use of trackers is strictly necessary for the operation or security of the App.

## ARTICLE 6 CONTACT

If you have any questions about this Policy or our use of cookies, please contact us at: [dpo@wefight.co](mailto:dpo@wefight.co)

You can find out more about how Wefight processes your personal data by consulting our Privacy Policy on the following address:

[https://wefightregulatory.blob.core.windows.net/regulatory/PC\\_EU\\_EN.pdf](https://wefightregulatory.blob.core.windows.net/regulatory/PC_EU_EN.pdf)