

## COOKIE POLICY 08.08.2022

**Comment:** When you use our website and services, we use cookies to enhance your user experience, to personalise your navigation.

If you have an account and log in to this site, a temporary cookie will be created to determine whether your browser accepts cookies. It does not contain any personal data and will be deleted automatically when you close your browser.

When you log in, we will set a number of cookies to store your login information and screen preferences. The lifetime of a login cookie is two days, the lifetime of a screen option cookie is one year. If you check "Remember me", your login cookie will be retained for a fortnight. If you log out of your account, the login cookie will be deleted.

Some cookies are exempt from consent: these are cookies and trackers that are strictly necessary for the provision of a service specifically requested by the user. These include: the session ID cookie for the duration of a session as mentioned above, audience measurement solutions and persistent interface personalisation cookies. However, other cookies for audience measurement or operations relating to advertising & social networks require a prior request for consent.

### Statistics and audience measurement

The [www.simeoxconsult.com](http://www.simeoxconsult.com) website uses Google Analytics and Google Tag Manager to collect data from cookies. These cookies and tracking tools allow us to analyse behaviour and track interactions with the content we offer in order to continuously improve the quality of the content and your user experience. Simply put, we receive this information in aggregate form to help us understand how our site is used, the effectiveness of our marketing campaigns, or to help us improve and personalise our site.

Measuring the audience of the website pages, in order to allow an evaluation of the content published and the ergonomics of the website, without allowing the identification of individuals. The data collected will not be cross-referenced with other processing.

The IP address that the cookies are likely to capture is automatically anonymised before integration into Google Analytics to avoid any other use of this personal data or any cross-check with other personal information;

Finally, the anonymised cookie information will be kept for a period of 13 months.

### Advertising and social network operations

PhysioAssist publishes sponsored ads on Facebook and measures the effectiveness of its Google Ads campaigns. The Facebook Pixel cookie tracks conversions from our Facebook ads and creates retargeting audiences. These two cookies allow us to measure the effectiveness of our marketing activities.

Creating a [physioassist.com](http://physioassist.com), [simeoxacademy.physioassist.com](http://simeoxacademy.physioassist.com) or [simeoxconsult.com](http://simeoxconsult.com) account

The creation of an account on physioassist.com is for the purpose of accessing the e-commerce service in order to be able to honour our commercial commitments, if you wish to purchase a good or request a quote.

The creation of an account on simeoxacademy.com allows to provide a private access to health professionals.

The creation of an account on simeoxacademy.com provides private access to users for their remote formation to the use of Simeox.

Your account access and delivery information is not used for commercial purposes without your consent. Only a voluntary subscription to our newsletter allows us to send you promotional or information emails other than those resulting from the purchase of a good or a request for a quote.

## Embedded content from other sites

Articles or pages on this site may include embedded content (e.g. videos, images, articles). Embedded content from other sites behaves in the same way as if the visitor were on that other site. In other words, a "Youtube" video viewed on our site counts as a viewing on the original platform.

These websites may collect data about you, use cookies, embed third-party tracking tools, and track your interactions with these embedded contents if you have an account logged on to their website.

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## Setting up your browser software

You can configure your browser software so that cookies are stored in your terminal or, on the contrary, that they are rejected, either systematically or according to their sender. You can also configure your browser software so that you are offered the option of accepting or rejecting cookies from time to time, before a cookie is likely to be stored in your terminal.

### How to exercise your choices, depending on the browser you are using?

For the management of cookies and your choices, the configuration of each browser is different. It is described in the help menu of your browser, which will allow you to know how to modify your wishes regarding cookies.

For Internet Explorer™: <http://windows.microsoft.com/fr-FR/windows-vista/Block-or-allow-cookies> ,

For Safari™: <http://docs.info.apple.com/article.html?path=Safari/3.0/fr/9277.html> ,

For Chrome™: <http://support.google.com/chrome/bin/answer.py?hl=fr&hlrm=en&answer=95647> ,

For Firefox™: <http://support.mozilla.org/fr/kb/Activer%20et%20d%C3%A9sactiver%20les%20cookies> ,

For Opera™: <http://help.opera.com/Windows/10.20/fr/cookies.html>