

COOKIES POLICY

1. What are cookies?

Cookies are small text files containing a small amount of information or data which is copied and stored on your computer, tablet or mobile phone when you use or visit a website. Cookies do not keep any record of personal information about users, and data which identifies an individual will never be saved. They enable us to offer you personalised browsing on our websites and to improve your browsing experience when you return.

This text file or cookie is likely to be saved in a particular area of your computer's hard drive when you view a website, in accordance with the browser software preferences you have set. The information gathered about your website browsing can be read when you return to the site in the future. This web tracking activity has one purpose alone, which is to track the activities of visitors to a given website, or to observe the browsing behaviour of web users.

Adent Cliniques Dentaires Groupe SA (the Adent Group) may send cookies to your device when you visit any of our group's websites or when you register to use any of our online services. These cookies allow us to draw conclusions about your interests, preferences and habits.

When you browse one of our websites, we do not save any identification information such as your surname or first name. The only data about you that we process is your IP address.

The cookie this generates allows us to identify the device on which it is saved for as long as the cookie is valid or for the entire cookie retention period, which cannot exceed 13 months.

2. What are our commitments regarding cookies?

The analysis of browsing behaviour that these cookies perform makes it possible to establish identity profiles within the meaning of the Swiss Data Protection Act (DPA) and within the meaning of Regulation (EU) 2016/679 or General Data Protection Regulation.

As IP addresses are classed as personal data, they are subject to all rights and obligations relating to data privacy.

By installing cookies on its group's websites, the Adent Group undertakes to comply with all applicable regulations.

To understand how rights and obligations may be exercised in relation to cookies as personal data, please refer to our Privacy Charter on the Protection of Your Personal Data.

3. Which Adent Group websites are covered by our cookies policy?

This Cookies Policy applies to all websites of the Adent Group:

- <http://adent.ch/>
- <http://www.cliniquedentairedeneve.ch/>
- <http://www.zahnteam-lindenhof.ch/>
- <http://www.dentavit.ch/>
- <http://www.zahnklinik-rennbahn.ch/>
- <http://www.swiss-dentec.ch/>
- <http://www.vionnet-cabinet-dentaire.ch/>
- <https://www.jo2-medecine-dentaire.ch/>
- <https://orthodontiste-geneve.ch/>
- <https://www.cdsf.ch/fr/home>

4. How do we use the cookies generated by our websites?

As the Adent Group generates the cookies, it alone is able to read or edit the information collected on our websites. Our cookies allow us to identify the services and sections of content that you access, but also and more generally, to discern your browsing behaviour during your visit.

Your personal data is likely to be collected and processed by website evaluation tools. You are entitled to object to or restrict the use of these.

5. For what purposes do we generate cookies?

The cookies that we generate are used for a range of purposes, subject to the preferences you have set on the browser software you use.

There are different kinds of cookies, which each serve different purposes. The cookies we have decided to use allow us to achieve the aims set out below.

5.1. Cookies designed to facilitate and improve your browsing experience on our websites, or browser cookies:

We make use of browser cookies when we:

- Adjust the presentation of our websites to the display preferences of your device (language used, display resolution, operating system used, etc.) when you visit our websites, depending on the viewing and reading hardware and software available to your computer
- Memorise details entered on a form you have completed on our website or regarding products, services or information that you have chosen on one of our sites ("shopping cart" cookies, session cookies or flash cookies, which enable the operation of a multimedia player needed for the services you have ordered, for example)
- Put in place security measures.

5.2. Cookies that improve our services, or audience measurement cookies

These cookies allow us to compile statistics and quantify traffic to and use of the various anonymous elements of our website (sections of content visited, browsing journey) in order to improve the relevance and usability of our services.

Our service providers use these cookies to detect browsing problems that may arise on the site, to improve its performance and functionality, and also to improve our services.

5.3. Cookies used to tailor advertising on our websites, or behavioural analysis cookies:

These cookies are used to collect data on users' behaviour online. This data allows us, for example, to find out if you have already visited one of our sites, it helps us identify which information from our sites is likely to be of most interest to you, and it contributes to giving you an improved and more interesting browsing experience. To this end, we record your preferences when you visit or view one of our websites. This information also means the Adent Group and its partners can show you advertisements that match your interests.

Therefore:

- We calculate the total number of advertisements shown by us in our advertising space, we identify these advertisements and the number of users who click on each one, using this information to compile statistics

- We adapt our advertising space to the display preferences of your device (language used, display resolution, operating system used, etc.) depending on the viewing and reading hardware and software available to your computer
- We adapt the advertising content shown on your device in our advertising space according to the way your device browses our sites and our partner sites
- If appropriate and with your prior consent, we adapt the advertising content shown on your device in our advertising space according to the location data it sends us
- We customise the advertising content shown on your device in our advertising space based on the personal data you have provided to us.

6. Do we share information collected by our cookies with our partners?

Yes, the Adent Group shares information collected by our cookies with our partners.

Cookies allow us to personalise the media content and adverts you see, to provide social media functionality and to analyse our website traffic.

Therefore, we also share information on the use of our site such as browsing and/or geolocation data with our social media, advertising and analysis partners, who may combine it with other information you have provided to them or that they have collected about you when you used their services.

Adent Cliniques Dentaires Groupe SA is not responsible for the processing by its partners of your data once it has been sent to them. Should you no longer wish to receive commercial offers from our current partners, we suggest that you refer to their terms and conditions for further information. If you do not wish to receive commercial offers from our future partners, you can at any time click on the unsubscribe link we have provided for this purpose. By following our partners' procedures, you may also exercise your rights of access, rectification and objection with regard to your data.

7. Do third parties generate cookies on our website?

Yes, third parties generate cookies on our website.

The partners of Adent Cliniques Dentaires Groupe SA may also publish advertising on our website, and they may install their own cookies on your computer. Adent Cliniques Dentaires Groupe SA has no access to or control over the cookies these companies may use.

The generation and use of cookies by third parties are subject to the privacy policies of these third parties. We inform you of the purpose of the cookies we are aware of, and of the means you have to assert your choices about the cookies produced as a result of third-party applications embedded in our website.

Our website may contain third-party computer applications which allow you to share content from our site with other people, to make other people aware that you have viewed it, and to share your opinion of the content of our site/the application. This especially applies to the "Share" and "Like" buttons from social networks.

The presence of these types of buttons from social networks may be used by them to identify you, even if you do not click on them while using our website. If your account with this social network is active on your computer while you use our website (an open session), this alone is sufficient to enable the social network in question to monitor the way you browse our website via the presence of this button.

We have no control over the processes used by social networks to collect information about how you browse our website or about the personal data they hold. To understand the purposes of the use, including marketing-related, of the browsing information that social networks may collect through these buttons linked to their applications, we refer you to their own privacy policies. These data protection policies must allow you to exercise your choices and rights vis-à-vis social networks, in particular by setting your user accounts for each of these networks to adapt the content of our advertising space shown on your computer according to or depending on:

- the way your device browses our website
- previous or subsequent browsing by your computer of third-party sites on which the advertising sales agency concerned also generates cookies, provided that these cookies have been saved on your computer in accordance with the choices you have made in relation to this agency
- location data (longitude and latitude) sent by your device with your prior consent
- personal data that you may have provided to this advertising sales agency.

8. What are your choices with regard to our cookies?

Several options are available to you to manage cookies. The settings you choose are likely to alter the way you browse the internet and our website, as well as your conditions of access to some services requiring the use of cookies. You can choose to set and edit your cookie preferences at any time using any of the methods described below.

You can configure your web browser to allow cookies to be saved to your device or, conversely, to block them automatically or from certain issuers. You can also configure your browser software so that you are sometimes asked to allow or block cookies before a cookie can be saved to your device. For more information, see the section "How to select your preferences, by internet browser."

We recommend that you also consult the following:

the website of the Federal Data Protection and Information Commissioner (PFPDT): <https://www.edoeb.admin.ch/edoeb/en/home.html>

the French National Data Protection Authority (CNIL) website: <https://www.cnil.fr/en/home>

your internet browser's documentation and "Help" section

You may also, at any time, express your preferences using the "Your Online Choices" service from the following URL: youronlinechoices.com. Alternatively, you may do so directly using the services of a partner provider, where this same option is made available by them.

You can selectively block or allow the installation of behavioural analysis cookies, geolocation and/or audience measurement cookies and/or the installation of cookies by Adent Cliniques Dentaires Groupe SA partners, by editing the settings for the internet browser you use on your device. Access to some of their offers and website sections may then be impaired, or even impossible.

8.1. What are the consequences of allowing cookies?

Saving a cookie file on a computer device is conditional upon the wishes of the device's user. These wishes can be expressed and modified at any time, free of charge, via the preferences made available to the user by their internet browser. If you have set your internet browser to allow cookies to be saved on your device, cookies embedded in the pages and content you have viewed may be temporarily stored in a dedicated area of your computer. Only the generator of these cookies can access and read them.

If you allow cookies, i.e. if you have ticked the box "Yes" next to the option

- "Adent Cliniques Dentaires Groupe SA": Your personal data may also be used by Adent Cliniques Dentaires Groupe SA to let you know about its latest commercial offers and other services which may interest you aside from those to which you have subscribed
- "Partners": You may also receive communications and commercial offers relating to products and/or services provided by our partners. Our partners will then hold your personal data.

8.2. What are the consequences of blocking cookies?

If you do not allow cookies to be stored on your computer, or if you delete those saved on it, you will no longer benefit from certain features needed in order to access certain areas of our website. This would be the case if you attempted to access any of our content or services that required your identification. It would also be the case if we or our service providers were unable to recognise, for the purposes of technical compatibility, the type of browser used by your device, its language and display settings, or the country from which your device appears to be connected to the internet. In such cases, we assume no liability for any consequences arising from the impaired operation of our services owing to our inability to save or view the cookies necessary for their operation, and which you have either blocked or deleted.

9. How to select your preferences, by internet browser

9.1. What are your choices?

With regard to the management of cookies and your cookie preferences, each browser is configured in a different way. This is described in your browser's "Help" menu, which tells you how you can edit your cookie settings according to your wishes.

- For Internet Explorer™:

Click "Tools" at the top of the browser window and select "Internet Options". In the options window, click on the "Privacy" tab.

To enable cookies, place the slider on "Medium" or a lower setting. To disable cookies, move the slider to the top in order to block all cookies.

<https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

- For Safari™:

Open Safari.

Go to Safari > Preferences, then select "Privacy".

Under "Block Cookies", indicate whether and in what circumstances Safari should allow cookies from the Adent website. To see an explanation of each option, click "Details".

If you wish to see which websites store cookies on your computer, click "Details".

<https://support.apple.com/en-gb/guide/safari/sfri11471/mac>

For Google Chrome™:

Click on the wrench icon from the browser toolbar and select the "Settings" option. Click on "Advanced" to show these settings.

In the "Privacy" section, click the "Site settings" button.

To enable cookies, select "Allow all cookies" in the "Cookies" section. First-party cookies and third-party cookies are then authorised. To allow first-party cookies only, select "Block all third-party cookies".

To disable cookies, select "Block all cookies" in the "Cookies" section.

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>

- For Firefox™:

Go to "Tools" from the browser menu and select "Options", then select "Privacy and Security". To enable cookies, tick the box "Allow cookies from the website".

To disable cookies, deselect the box "Allow cookies from the website".

<https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>

- For other browsers and mobile devices:

To restrict cookies on any other browser or on a mobile device, please visit the official website of the browser or the manufacturer of the device in question, or refer to the documentation provided by them and follow their instructions.

9.2. How can you block video cookies?

We use video cookies in order to show videos on our site. This service places cookies on users' computers for the purposes of:

- providing an optimal video service for site visitors
- personalising the advertising shown before or after the video
- saving the data needed to play audio and video content, such as image quality, buffering settings, and network connection speed.

Click on the following links to learn more about how these cookies work and set your preferences:

For YouTube: <https://support.google.com/youtube/answer/2801895?hl=en>

9.3. How to block audience segmentation and measurement cookies

Audience measurement and segmentation cookies are used by Google companies (cf. 4).

If you do not want our site to store cookies on your browser for segmentation purposes, please refer to paragraph 4. For audience measurement cookies, click on the deactivation link below. This will save a cookie on your browser which has the sole purpose of deactivating these cookies:

- For the Google Analytics and Tag Manager cookie: <http://www.google.com/analytics/learn/privacy.html>

Please note that these segmentation cookies are used to measure our website audience and traffic, the pages visited and the interactions you carried out on the site during your visit. Disabling them therefore prevents us from collecting any information relating to your browsing of our site, and therefore from proposing editorial content tailored to your browsing behaviour.

9.4. How can you block advertising cookies?

You can manage the use and operation of these cookies by going to the advertising cookies management service provided by the advertising industry at <https://www.youronlinechoices.com/uk/your-ad-choices> and following the instructions.

By doing so, you can find out which companies are signed up to this service, and which offer you the option to block or allow the cookies they use in order to tailor the advertising shown to your browsing information.

Some cookies for behavioural advertising purposes are installed by third-party partner providers. Click on the links that follow to find out more about how they work and to set your preferences:

For Google Adwords Cookies: <https://support.google.com/ads/answer/2662922?hl=en>

Please note that this deactivation will prevent all advertisements targeted to your interests from being shown; however, you will continue to see other advertisements. Disabling these cookies prevents the collection of information that allows better targeted advertising during your website visits.

9.5. How can you block cookies generated by social networks?

If you do not want our site to save social media cookies on your browser, you may click on the following deactivation links. These will save a cookie on your browser which has the sole purpose of cancelling the use of other cookies from the same source.

Blocking these social media cookies will therefore prevent any interaction with the social network(s) concerned:

- For FACEBOOK: <https://www.facebook.com/help/360595310676682/>
- For TWITTER: <https://support.twitter.com/articles/20171379#>
- For LINKEDIN: <https://www.linkedin.com/legal/cookie-policy>
- For YOUTUBE: <https://support.google.com/youtube/answer/2801895?hl=en>

NB: One or more specific cookies are necessary in order for us to take into account your wishes surrounding cookies. If you delete all cookies stored on your device for our site, we will no longer know to what you have consented and what you have rejected.

This will have the effect of resetting your consent, and you will once again have to block the cookie(s) you wish to remove. Similarly, if you use another internet browser, you will once again have to block these cookies because your preferences, like the cookies they apply to, depend on the browser and the device (computer, tablet, smartphone, etc.) that you use to access our website.

10. How can you exercise your rights of access, rectification and objection in relation to the personal data collected by online evaluation tools?

All of your rights and our obligations regarding your personal data are set out in our Privacy Charter on the Protection of Your Personal Data, to which you can refer.

It may be amended at any time by Adent Cliniques Dentaires Groupe SA as changes or additions are made, in particular in order to comply with all updates to regulations or case law, as well as editorial and/or technical developments. You are advised to refer to the latest version of this Charter provided by us before visiting our websites.

End of document