



Swiss International
Institute Lausanne

COOKIE POLICY

Swiss International Institute Lausanne - SIIL

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COOKIE POLICY

Swiss International Institute Lausanne - SII

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I INTRODUCTION

Swiss International Institute Lausanne - SIIL, hereafter referred to as “SIIL”, respects the privacy of all visitors to our websites. This document outlines our policy concerning the use of cookies on any website within the siil.ch domain. This policy may be updated to reflect technological or legislation changes which may affect the use and management of cookies within our domain.

II DEFINITIONS AND TERMINOLOGY

Cookies are small text files that are downloaded and stored in the user's web browser while the user is browsing a website. They are used to remember visitor preferences and analyse how people use the website and may be saved by the user's browser on their computer or mobile device. Cookies can be set as first or third party.

First Party Cookies

First party cookies are cookies set by SIIL websites within the siil.ch domain. Only these websites can read them.

Third Party Websites Cookies

Some cookies that have been set on our websites are not related to SIIL. When a person visits a page with content embedded from service providers such as YouTube or Facebook, Twitter, Instagram and Google ads these service providers may set their own cookies on the user's web browser. Also, if a person shares a link to a SIIL web page, the website a person shares it on (e.g. Facebook) may set a cookie on the user's browser. SIIL does not control the use of these cookies and cannot access them due to the way that cookies work, as cookies can only be accessed by the party who originally set them. SIIL recommends that you check third party websites for more information about these cookies.

SIIL uses information gathered from cookies to help improve users' experience of our websites.

III COOKIES' TYPES

Essential Cookies

These are essential in order to enable the user to move around a website and use its features and/or services. Without these cookies, a website will not perform as intended and without certain services or features.

Persistent Cookies

These are used to store user preferences, including log-in credentials, bookmarks, favourites, menu preferences etc. and record information about how a website is used. When a user visits the same website again, the browser may send cookies back to that

website allowing the website to recognise the user and remember things like their personalised details or preferences. Persistent cookies may expire after a predefined period of time or until the user deletes the cookie.

Session Cookies

These make it possible to navigate through a website smoothly. However, these are transient and are automatically deleted after the user closes its web browser. They are only visible to the browser and are not shared with third parties. Session cookies do not collect information that can identify someone from the user's computer and only store information in the form of a session identification.

Performance Cookies

SIIIL uses Google Analytics and other relevant technologies to collect anonymous traffic data to the website to help us analyse how users use the site. Cookies are used to collect anonymous data on user behaviour and standard Internet activity. The information stored in the cookie is transmitted to Google and then used to evaluate visitors' use of the website and to compile statistical reports on website activity.

It is the policy of SIIIL not to disclose such technical information in respect of individual website visitors to any third party (apart from SIIIL's Internet Service Provider which records such data on the HEI's behalf and which is bound by confidentiality provisions in this regard, and Google as outlined below) unless obliged to disclose such information by a rule of law. The technical information obtained will be used for statistical and administrative purposes only.

Further information on Google Analytics is available at

- <http://www.google.com/analytics/learn/privacy.html>

Further information on Google's Privacy and Terms is available at:

- <https://policies.google.com/privacy?hl=en>

Advertising and Tracking Cookies

SIIIL sometimes uses tracking pixels to assist with our online advertising and marketing to effectively promote the Institute and have a better understanding of what our audiences are interested in. These cookies are anonymous and they help us collect information on our advertising campaigns. This, in turn, allows us to make our ads more relevant to our website users. This means you should generally only see ads relating to the user's personal interests and you won't constantly see the same ones. They allow us to interact with the user once you've left our website.

SIIIL may advertise using the Google Display Network to deliver online content such as imagery, text and videos on participating websites. For example, if you have looked at certain pages on our website, we might want to highlight upcoming events or give the user more information about a specific course. This process uses google remarketing technologies, is anonymised and you can opt out of these cookies at any time. On some occasions, SIIIL may also use DoubleClick which is required for advertising frequency capping.

- Opt out Google Adwords: Users may opt-out of Adwords Remarketing use of cookies by visiting <https://support.google.com/ads/answer/2662922?hl=en>
- Opt out Double Click: Opt-out: Users may opt-out of Double Click cookies by visiting <https://support.google.com/ads/answer/2662922?hl=en> and <https://policies.google.com/technologies/ads>

SIIIL may also use Facebook Retargeting which is a remarketing service provided by Facebook Inc using the Facebook Pixel on SIIIL websites.

Opt-out: Users may opt-out of Facebook Retargeting use of cookies by visiting <https://www.facebook.com/ads/preferences>

Facebook's custom audiences feature enables SIIIL to create an audience list for sending ads through Facebook. SIIIL uses customer data such as email addresses and phone numbers to match (at an email address or telephone level) to Facebook users. SIIIL may use personal characteristics such as age, role, your expressed interests, your previous interactions with the HEI or geographical location to target our communications, and advertising and promotions so that they are relevant to the user. We may also use personal characteristics (such as those contained within your Facebook profile) to assist us in identifying and targeting new audiences, including through online behavioural advertising (for example, through tools such as Facebook Lookalike Audiences).

Opt-out: Users may opt out of Facebook Custom Audiences by visiting <https://www.facebook.com/settings?tab=ads>

IV HOW TO MANAGE COOKIES?

SIIIL takes privacy concerns seriously, so if a user does not want any information collected via a website cookie, he/she can use his/her in-built browser settings to refuse or accept cookies at any time. The links below will take the user to the browser's page where he/she can manage the cookies and website data:

- [How to enable cookies in Chrome](#)
- [How to enable cookies in Firefox](#)
- [How to enable cookies in Safari](#)
- [How to enable cookies in Microsoft Edge](#)

V HOW TO MANAGE ADVERTISING AND REMARKETING COOKIES

[How to control online ads from Facebook](#)

[How to opt out or control preferences of Google Remarketing](#)

[How to opt out of Twitter remarketing](#)

VI OPT OUT OF ADVERTISING COOKIES

The user can opt out of almost all advertising cookies by updating his/her preferences on the 'Your Online Choices' website. It is worth noting that opting out of advertising cookies won't stop the user seeing adverts, just that they won't be tailored specifically to him/her.

- [Opt out of advertising cookies on Your Online Choices website](#)

How Do I Avoid Tracking Cookies?

If the user is concerned about cookies, there are a few steps to take. However, certain websites may not function properly if cookies are removed or deleted.

- Be selective about which websites you visit.
- Check your browser's privacy settings. Most browsers have settings to either delete or block cookies from your computer automatically.

External Websites

From time to time, we may link from our website to external websites that set cookies on the user's machine, please note such websites are outside the HEI's control and are not covered by this Cookie statement

VII FURTHER INFORMATION

Specific queries on this policy or requests should be directed to the IT Services department (email: p.tkachev@siil.ch), who will progress as appropriate.

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