

ISÈRE ATTRACTIVITÉ
COOKIE POLICY
Effective as of October 1, 2024
References: PRC - IA202401

ARTICLE 1: GENERAL PROVISIONS AND ACCEPTANCE OF THE COOKIE POLICY

1.1 The purpose of this cookie policy is to explain why and how the COMITÉ DÉPARTEMENTAL DU TOURISME DE L'ISÈRE, a public industrial and commercial establishment registered under number 533 096 541, with its registered office at 7 rue Fantin Latour - 38022 Grenoble (postal address: 44 quai de France - CS10047 - 38024 Grenoble Cedex 1) represented by its current President, (hereinafter "ISÈRE ATTRACTIVITÉ") uses cookies and pixels in order to supply, protect and improve the website available at the following address www.alpes-isere.com (hereinafter referred to as "the Site") and offers Users various choices in this respect.

1.2 A cookie is a small piece of text sent to your browser on your computer or mobile device by a website you visit. One cookie may help ISÈRE ATTRACTIVITÉ remember browser information used by the User, while another may store the User's preferences.

Two types of cookies are used on the Site:

- "session cookies": these normally expire when the User closes their browser,
- "persistent cookies": these remain on the User's device once the browser has been closed and can be used again the next time the User visits the Site (these can help remember user preferences across browsing sessions).

1.3 ISÈRE ATTRACTIVITÉ reserves the right to modify this Cookie Policy at its own discretion or in order to comply with changes in legislation, regulations, case law or technology.

In this case, if the policy is updated, the modification date will appear at the top of this document.

It is therefore the User's responsibility to consult this Cookie Policy regularly to take note of any changes.

ARTICLE 2: REASONS FOR USING COOKIES

2.1 ISÈRE ATTRACTIVITÉ uses cookies for various reasons, including:

- to enable the User to access and use the Site and its services.
- to facilitate and simplify Site operation and access.
- to improve user experience by understanding how Users interact with the Site.
- to deliver more relevant content to the User.
- to monitor and analyse the performance and effectiveness of the Site and its services.
- to enforce legal agreements governing the use of the Site.

- to detect and prevent fraud, ensure trust and security, and support investigations.
- to assist ISÈRE ATTRACTIVITÉ with customer service, analysis, research, product development and regulatory compliance.

2.2 In principle, the information collected through cookies does not personally identify Users. It is used solely for the needs of ISÈRE ATTRACTIVITÉ.

However, if a User begins entering details for a reservation but does not complete it, a session cookie will identify the User when they return to the form.

ARTICLE 3 : COOKIES

When users visit the Site, ISÈRE ATTRACTIVITÉ places cookies on their devices. Cookies are small text files sent by websites to the computer or device connected to the internet, allowing websites to uniquely identify the browser or store information and settings for that browser.

Cookies help ISÈRE ATTRACTIVITÉ recognise the User when they return to the Site, providing a personalised experience and may make it possible to detect certain types of technical or fraudulent activity.

In many cases, users can set their cookie preferences and opt out of cookies and other data collection technologies by adjusting their browser settings.

Since all browsers are different, Users should refer to their browser's dedicated section to manage their cookie preferences and other privacy settings.

Please note that if users decide to delete or reject cookies, or clear their browser cache, it may impact the functionality, availability and performance of the Site.