



COOKIE POLICY

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1. PREAMBLE

CYREBRO NEURO SIGNALS, a simplified joint-stock company with a capital of €510,000, registered with the Paris Trade and Companies Register under number 878 514 686, whose registered office is located at 28 rue des Petits Hôtels, 75010 Paris (hereinafter "**Cyrebro Neurosignals**").

Cyrebro Neurosignals offers for sale the MELOMIND Program (hereinafter "the **MELOMIND Program**"), based on the neurofeedback process, which consists of training the brain's natural relaxation processes in a non-intrusive way and without side effects. The MELOMIND Program includes the Melomind anti-stress headphones, on sale on the website accessible at URL <https://www.melomind.care> (hereinafter "the **Site**"), used with the compatible iOS and Android mobile application (hereinafter "the **Application**").

The Site is published by Cyrebro Neurosignals.

The Site is hosted by OVH, a simplified joint-stock company, registered with the Lille Trade and Companies Register under number 424 761 419, whose registered office is located at 2 rue Kellermann, 59100 Roubaix, France.

The Website describes the activities and offer of Cyrebro Neurosignals, allows Users to purchase the Melomind Programme, and communicates news related to Cyrebro Neurosignals and the Melomind Programme. In addition to these features, the Site provides Users with information allowing them to contact Cyrebro Neurosignals.

Cyrebro Neurosignals attaches great importance to compliance with the privacy regulations applicable in the context of the use of Cookies. This Cookie Policy (hereinafter referred to as "the **Cookie Policy**") describes the conditions under which Cyrebro Neurosignals uses Cookies on its Website.

For more information regarding the processing of your personal data, you can consult our Privacy Policy (insert link to Policy).

2. DEFINITIONS

For the purpose of interpreting and enforcing this Policy, the following terms are defined as follows:

" **Cookies** ": refers to the files, deposited and/or read during a consultation of the Site on the User's Terminal, which record information relating to the User's browsing on the Site.

" **Terminal** ": refers to any of the User's equipment allowing access to the Site, namely in particular a fixed or mobile computer, a smartphone, a tablet, but also a video game console, a connected television, a voice assistant or any other terminal equipment connected to a telecommunications network open to the public.

"**User** ": refers to any person browsing the Site and whether or not purchasing the Melomind Program.

3. WHAT IS A COOKIE?

Cookies are small text files placed and stored on the User's Terminal when the Site is visited. Cookies make it possible to collect information, thanks to the IP address, on the User's browsing.

Cookies do not cause any damage to the Terminal, but make it easier, for example, to find the User's preferences, to pre-fill certain fields and to adapt the content of the services of the website consulted. This data allows the improvement of ergonomics and services according to the User's interests.

When the User consults the Site and browses it, Cookies may be installed on his Terminal.

When connecting to the Site, the User is asked to express his or her choice regarding the use of Cookies. The User has the choice to accept all the Cookies used on the Site, to refuse all of them, or to accept them in a granular way, by purpose or by Cookie. The User who has accepted one or more Cookies may withdraw his or her consent at any time, in accordance with the procedures described in this Policy.

4. STRICTLY NECESSARY TECHNICAL COOKIES

Cyrebro Neurosignals uses cookies that are necessary for the operation of the Site. They allow the User to use the main functionalities of the Site. Without these Cookies, the User cannot use the Website in a normal and optimal way.

The Cookies necessary for the operation of the Site do not allow any behavioral tracking.

These Cookies only require information from the User to be deposited on the User's terminal. They do not require the User's consent to be deposited on their Terminal.

The Cookies that are strictly necessary for the operation of the Site are the following:

Name	Use
Serverid	Load Balancing Cookies
Polylang	Customizing the user interface
Cookie Woo commerce	Cart Contents
Cookie session	Performance cookie to track how Users interact with the Site and how they travel between pages of the Site in order to improve it

5. ANALYTICS AND AUDIENCE MEASUREMENT COOKIES

Cyrebro Neurosignals uses audience measurement cookies to establish statistics concerning visits to its Website.

Audience measurement cookies help to establish statistics on the number of visitors and use of the various elements that make up the Website (sections and content visited, paths). They allow Cyrebro Neurosignals to understand how Users interact with the Site, and to improve the interest and ergonomics of the Site.

The audience measurement cookies used on the Site are the following:

Name	Domain	Use
Google analytics	https://analytics.google.com	analysis and audience measurement cookies that make it possible to establish statistics, volumes of traffic and use of the Site
Hotjar	https://www.hotjar.com	analytics and audience measurement cookies that make it possible to establish statistics, volumes of traffic and use of the Site

Cyrebro Neurosignals uses Google Analytics. To learn more about Google Analytics, you can visit the third-party website <https://analytics.google.com/analytics/web/>. Google offers a browser add-on for opting out of Google Analytics, which can be found at <https://tools.google.com/dlpage/gaoptout?hl=fr>.

Cyrebro Neurosignals also uses Hotjar. To learn more about Hotjar, you can visit the third-party website <https://help.hotjar.com/hc/en-us/articles/115011789248-Hotjar-Cookie-Information>.

6. ADVERTISING COOKIES

Cyrebro Neurosignals uses advertising targeting cookies to personalise marketing according to Users and their interests, and to offer Users a more personalised service in the future.

The marketing targeting cookies used on the Site are as follows:

Name	Domain	Use
Facebook ads	https://business.facebook.com/	advertising
Google Ads	https://ads.google.com	advertising

Microsoft Ads	https://ads.microsoft.com	advertising
Optin monster	https://app.optinmonster.com/	Pop-Up Form
ActivCampaign	https://melomind.activehosted.com/	Sending emails

These cookies are used to track Users across the websites they visit. The purpose is to display advertisements that are relevant and interesting to the User.

In this way, these cookies remember the User's previous visit to the Site and Cyrebro Neurosignals may share this information with third parties, such as advertisers. While these cookies can track Users' visits to the Site and other third-party websites, they generally cannot identify Users personally. Without these cookies, the advertisements seen by Users could be less relevant and less interesting.

7. AFFILIATE COOKIES

Affiliate marketing is a technique by which an advertiser pays another website, known as an "affiliate", through a commission, in exchange for the generation of contacts that the promotional activities of this website allow. Affiliate marketing is based on the performance of the affiliate, who is rewarded every time a visitor takes an engaging action on the advertiser's site after coming into contact with promotional content.

The affiliate marketing cookies used on the Site are as follows:

Name	Domain	Use
Awin	ui.awin.com	affiliation
Affiliate	https://affilae.com	affiliation

The affiliate reward is made possible through tracking through affiliate cookies, which make it possible to trace the origin of the User who has been led to the advertiser's site via the affiliate's promotional actions.

Cyrebro Neurosignals is a member of the following affiliate networks:

- Affiliate: <https://affilae.com/en/affiliate-marketing-software/>
- Awin: <https://www.awin.com/fr>

8. THIRD-PARTY COOKIES

The Site includes an application linked to social networks, in particular Facebook and Twitter, known as "social plugin".

When the User accesses a page of the Site containing one of these plugins, his browser establishes a direct connection to the servers of the social network concerned. The content of the plugin is then transmitted directly to the User's browser by the said social network and integrated into the website.

Cyrebro Neurosignals offers Users features that allow them to share editorial or other content published on the Site through social networks. These Cookies also allow social networks to target their advertising offers. These Cookies are managed by the publisher of the social network. The purposes and scope of the collection and processing of this data by each social network, as well as the rights and possibilities to modify the User's privacy settings, are detailed in the General Terms and Conditions of Use, the Privacy Policy and the Cookie Policy of each of these networks. The User is invited to consult them.

The third-party Cookies used on the Site are the following:

Name	Domain	Use
Facebook	facebook.com	Social network browsing analysis
Twitter	twitter.com	Social network browsing analysis
Vimeo	vimeo.com	Platform Navigation Analytics
YouTube	youtube.com	Platform Navigation Analytics

Facebook

The following Facebook features may be integrated into the Site and may read or place Facebook cookies:

- Facebook "Like" button: which allows the User to indicate that he or she likes an item on Facebook;
- "Log in to Facebook": which allows the User to log in to his Facebook account and interact with the Site via this account;
- "Share to Facebook": which allows the user to share an item on Facebook with others

To view Facebook's Privacy Policy, you can visit the third-party website:

<https://www.facebook.com/about/privacy/>

To view Facebook's Cookie Policy, you can visit the third-party website:

<https://www.facebook.com/policies/cookies/>

Twitter

The following Twitter features may be integrated into the Site and may read or place Twitter cookies:

- Log in to Twitter: which allows the user to log in to their Twitter account and interact with the Site via this account;
- Share and Follow on Twitter: Allows the user to share an item on Twitter with others.

To view Twitter's Privacy Policy, you can visit the third-party website: <https://twitter.com/en/privacy>.

To view Twitter's Cookie Policy, you can visit the third-party website: <https://help.twitter.com/en/rules-and-policies/twitter-cookies>.

Cyrebro Neurosignals is not responsible for the use, by the social networks to which the User belongs, of third-party Cookies on their Terminal. Social networks are indeed likely to place Cookies on the User's Terminal, which allow the identification of the User, in particular when functionalities allowing to give opinions on content or a publication are used.

Other cookies may also be issued by third parties from certain areas accessible on the Site. The issuance and use of cookies by these companies is subject to the policies of these companies.

9. CONSENT

The installation of Cookies other than those necessary for the operation of the Website is subject to the User's consent.

The User's consent is materialized by the acceptance of the use of Cookies via a Cookies banner appearing as soon as the User first connects to the Site. The User's continued browsing is not interpreted as consent.

The User retains the option of not expressing a choice: thus, the User has the option of closing the Cookies banner or clicking outside this banner in order to make it disappear.

The User may, at any time, refuse the use of Cookies or withdraw the consent that he or she has previously given to the use of Cookies on the Site, by referring to the provisions and mechanism of Article 12 of this Policy.

10. HOW LONG COOKIES ARE STORED

Cookies are kept for a maximum period of six (6) months after they are deposited on the User's Terminal, except for audience measurement and statistical cookies for which the CNIL authorises a longer retention period for the relevance of the measures they allow. Following this period, the User's consent will again be required for Cyrebro Neurosignals to deposit Cookies on their Terminal.

For third-party cookies, their retention period depends on the cookie policy of these third-party platforms.

11. COOKIE SETTINGS

11.1 Configuration on the Site

Cyrebro Neurosignals offers, at the first time the User connects to its Site, a Cookies banner displaying a feature allowing the User to refuse the use of all Cookies or to make his choice by Cookies or by purpose.

The User may also make his choice below:

COOKIE	FUNCTIONALITY	CONSENT
SERVERID	Load Sharing Cookie	(" I Agree " Button) (" I Decline " Button)
POLYLANG	Language storage cookie	(" I Agree " Button) (" I Decline " Button)
ZD STORE	Preference cookie	(" I Agree " Button) (" I Decline " Button)
GOOGLE ANALYTICS	Analytics cookies	(" I Agree " Button) (" I Decline " Button)
HOTJAR	Analytics cookies	(" I Agree " Button) (" I Decline " Button)
GOOGLE ADS	Advertising targeting cookies	(" I Agree " Button) (" I Decline " Button)
FACEBOOK (PIXEL) ADS	Advertising targeting cookies	(" I Agree " Button) (" I Decline " Button)
MICROSOFT ADS	Advertising targeting cookies	(" I Agree " button) (Button " I refuse ")
ACTIVE CAMPAIGN	Advertising targeting cookies	(" I Agree " Button) (" I Decline " Button)
OPTIN MONSTER	Advertising targeting cookies	(" I Agree " button) (Button " I refuse ")
ZENDESK	Chatbot session cookie	(" I Agree " Button) (" I Decline " Button)
AWIN	Affiliate Cookie	(" I Agree " Button) (" I Decline " Button)
AFFILIATE	Affiliate Cookie	(" I Agree " Button) (" I Decline " Button)
FACEBOOK	Third-party cookies	(" I Agree " Button) (" I Decline " Button)
TWITTER	Third-party cookies	(" I Agree " Button) (" I Decline " Button)
VIMEO	Third-party cookies	(" I Agree " button)

		(Button " <u>I refuse</u> ")
YOUTUBE	Third-party cookies	(" <u>I Agree</u> " Button) (" <u>I Decline</u> " Button)

11.2 Browser settings

The User can also configure his internet browser to refuse all Cookies, accept all Cookies or select the Cookies he accepts and those he refuses.

Each browser has a different configuration. In order to configure your browser, Cyrebro Neurosignals offers you to follow the following links:

- Internet Explorer: <https://support.microsoft.com/fr-fr/help/17442/windows-internet-explorer-deletemanage-cookies> ;
- Edge: <https://privacy.microsoft.com/fr-fr/windows-10-microsoft-edge-and-privacy> ;
- Safari: <http://www.apple.com/legal/privacy/fr-ww/cookies/> and <http://www.apple.com/legal/privacy/fr-ww/> ;
- Chrome: <https://support.google.com/chrome/answer/95647?hl=fr&hlrm=en> ;
- Firefox: <https://support.mozilla.org/fr/kb/activer-desactiver-cookies-preferences> ;
- Opera: <https://www.accepterlescookies.com/comment-accepter-les-cookies-sur-opera.html>

The User has the choice to refuse Cookies. If the User rejects Cookies, some features of the Website may be altered. Cyrebro Neurosignals cannot be held responsible for such alterations.

12. YOUR RIGHTS

In addition to your right to revoke your consent to the deposit of a particular Cookie on your Terminal at any time, you have the right to access, rectify and delete your data. You can object to the processing of your data or request that it be restricted, or you can determine the fate of your data after your death.

These rights can be exercised by email to legal@cyrebro.com.

13. POLICY UPDATE

Cyrebro Neurosignals reserves the right to make changes to the provisions of this Policy and invites the User to consult it regularly in order to be aware, if necessary, of the new provisions.

The link in the Cookies banner directs the User to the Cookie Policy in its most recent version and therefore the one applicable to the User's session.

Updated on September 16, 2024