

INSEAD recognizes the need to secure the processing of personal data implemented by using its Site and the protection of the rights and freedoms of persons providing such data. In the interest of transparency, INSEAD's Cookies Policy contains detailed information about our use of cookies.

## INFORMATION ABOUT OUR USE OF COOKIES

### 1. What are cookies?

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

Cookie	Name	Purpose	More information
INSEAD.edu	has_js	Drupal uses this cookie to indicate whether or not the visitors' browser has JavaScript enabled.	<a href="https://cookiepedia.co.uk/cookies/has_js">https://cookiepedia.co.uk/cookies/has_js</a>
INSEAD.edu	ELOQUA	This cookie name is associated with the Eloqua platform	<a href="https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/EloquaAsynchronousTrackingScripts.htm">https://docs.oracle.com/cloud/latest/marketingcs_gs/OMCAA/Help/EloquaAsynchronousTrackingScripts/EloquaAsynchronousTrackingScripts.htm</a>
INSEAD.edu	utag_main	This cookie name is associated with the Tealium data platform and is used for web analytics.	<a href="https://cookiepedia.co.uk/cookies/utag_main">https://cookiepedia.co.uk/cookies/utag_main</a>
INSEAD.edu	SimpleSAMLSessionID	Drupal uses this cookie to indicate User is logs in and cookie variables are set though the Simple SAML library.	
INSEAD.edu	SSESSd02ae65d6a725f1a5049a703361aec57	Drupal uses this cookie for site session and browsing experience. This cookie created unique session ID in the browser.	
Addthis.com	vc, uvc, uid, di2, loc, ouid, _atuvc, _atuvcs	These third party AddThis.com cookies provide a social sharing widget, to enable visitors to share Website content with social networking platforms.	<a href="https://www.addthis.com/privacy">https://www.addthis.com/privacy</a>
Google	NID	Cookie contains a unique ID Google uses to remember your preferences and other information.	<a href="https://policies.google.com/technologies/types">https://policies.google.com/technologies/types</a>
Tealium	CONSENTMGR	Cookie for Consent Prompt & Consent Preferences	<a href="https://tealium.com/cookie-policy/">https://tealium.com/cookie-policy/</a>
Crazy egg	_ceg.s, _ceg.u	These cookie name is associated with software provided by Crazy Egg Inc., a USA based company providing web analytics that tracks how visitors interact with pages on a site. The main purpose of this cookie is: Performance	<a href="https://cookiepedia.co.uk/cookies/_ceg.u">https://cookiepedia.co.uk/cookies/_ceg.u</a> <a href="https://cookiepedia.co.uk/cookies/_ceg.s">https://cookiepedia.co.uk/cookies/_ceg.s</a> <a href="https://www.crazyegg.com/cookies">https://www.crazyegg.com/cookies</a>
Yandex	_ym_uid, _ym_d, _ym_isad, yandexuid, l, yp, yabs-sid	Used to indicate user status (new or returning), the version of the browser used, device make and model, session duration, number of pages viewed, landing pages, and other non-personally identifiable information	<a href="https://yandex.com/support/legal/confidential/index.html">https://yandex.com/support/legal/confidential/index.html</a> <a href="https://metrika.yandex.com/about/info/privacy-policy">https://metrika.yandex.com/about/info/privacy-policy</a>

## 2. Consent

The use of certain cookies does not require your prior consent, because they do not process any of your Personal Data, or because they are strictly necessary for the provision of the service you request (Strictly necessary cookies).

However, the use of other cookies, than those mentioned in the previous paragraph, requires your prior consent, whether by clicking "OK" or by continuing browsing our site. Your prior consent is necessary for:

- **Analytical/Performance cookies;**
- **Functionality cookies;**
- **Targeting cookies.**

You can, at any time, object to the storage and use of some cookies or all, by deleting them from your devices or by modifying your browser settings, as described below.

### **3. Third-party cookies**

Please note that third parties, including, for example, advertising networks and providers of external services like web traffic analysis services, may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

### **4. Disabling/Enabling cookies**

You may disable cookies via the following link: <https://www.insead.edu/deletcookies>.

You may also disable/enable cookies via your browser. You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

The various browsers provide different procedures to manage your settings. Click on any of the browser links below for instructions.

<b>Internet Explorer</b>	<a href="https://support.microsoft.com/fr-fr/help/17442">https://support.microsoft.com/fr-fr/help/17442</a>
<b>Mozilla Firefox</b>	<a href="https://support.mozilla.org/fr/kb/activer-desactiver-cookies">https://support.mozilla.org/fr/kb/activer-desactiver-cookies</a>
<b>Safari</b>	<a href="https://support.apple.com/kb/PH21411?viewlocale=fr_FR&amp;locale=fr_CA">https://support.apple.com/kb/PH21411?viewlocale=fr_FR&amp;locale=fr_CA</a>
<b>Chrome</b>	<a href="https://support.google.com/accounts/answer/61416?hl=fr">https://support.google.com/accounts/answer/61416?hl=fr</a>
<b>Opera</b>	<a href="http://help.opera.com/Windows/10.20/fr/cookies.html">http://help.opera.com/Windows/10.20/fr/cookies.html</a>

### **5. Cookies duration**

Except for essential cookies, which can be used for the duration of your session on our web site, all cookies will expire after 13 months, then it will be necessary to renew your consent.