



Cookies policy

Version effective on 01/01/2026

What is a cookie/tracker?

A "cookie" or "tracker" (hereinafter the "Cookie(s)") is a file with a limited size, generally composed of letters and numbers, created and stored in the memory of your browser, on the hard disk of your device (tablet, computer, mobile, etc.), when you visit a website or a mobile application. Cookies have an essential role and allow us to improve and personalize your navigation on our website (hereinafter our "Services"). Cookies do not compromise the security of our Services.

Cookies have multiple uses: they can be used to memorize your customer ID within a merchant website, the current content of your shopping cart, an ID that allows us to track your navigation for statistical or advertising purposes or to allow authentication on your account, etc.

What are third party cookies?

Our Services involve Cookies issued by us for our own use: these are internal Cookies, also known as "first party Cookies". They also involve third-party cookies that allow third parties to collect navigational information about the visitors to our website and their devices.

These are, for example, the audience measurement cookies, such as Google Analytics, which make it possible to collect information about the visitor and to reconstruct his or her journey on the website. These are also the so-called "social networks" cookies, which are collected through application buttons and can identify you, even if you have not used this button, when you visit our website, especially if you are connected to a social network platform.

We invite you to read the privacy policies of these third parties in order to be informed about the treatments implemented by their tools and the navigation information they may collect in this context.

Use of third-party services

We use the **Google Tag Manager** service to manage the placement of tags via an interface. This tool does not store cookies on your terminal and is not intended to collect your personal data. This platform allows the deposit of cookies such as those detailed in the present policy, depending on your consent, which you provide through our dedicated window. Google Tag Manager cannot access the data associated with these cookies. Please consult the supplier's [privacy policy](#) for more information.

To protect the forms we place online from malicious, fraudulent or automated entries, we use **FriendlyCaptcha's** privacy-friendly services. See FriendlyCaptcha's [privacy policy](#) for more details.

What is a behavioral tracker?

Depending on the settings of some of our Services, the following may be implemented in the communications sent: invisible images or specific URLs that allow the tracking of recipients' behavior. These activities make it possible to have statistics, to adapt subsequent communications, to carry out reminders, etc.

Based on the fundamental principle of resources access of the *world wide web*, the URLs associated with clickable links or invisible images contain information that can be processed by our activity recording systems. For example, data can be unique identifiers of recipients, customer accounts, sendings, links...

When the recipient receives a tracked message, causes an opening detection image to be displayed, or clicks on a link, his request will be recorded by our systems. Depending on the Services and the activation of the concerned features, the following may be detected:

- the openings, the clicks, the reading time of the message;

- les technologies du terminal du destinataire : système d'exploitation, programme de messagerie, etc... (par déduction the technologies of the recipient's terminal: operating system, messaging program, etc. (by deduction from the user-agent transiting in any web exchange);
- a localization township (deduced from the IP address).

Which cookies are dropped and why?

On our website: www.positivegroup.com

Strictly necessary cookies

These cookies are necessary to ensure the proper use of our website and enable us to secure access, etc. Without these cookies, it would be difficult, if not impossible, to use the website properly; your experience would be considerably degraded.

As they are required for the service offered to you, your consent to their deposit is therefore not necessary.

PROVIDER	TRACKER NAME	PURPOSE	DURATION
Webflow, Inc. Privacy policy	wf-csrf	Security: prevention of cross-site request forgery (CSRF) attacks to secure form submissions	session
	webflow_session	Infrastructure: load balancing and server session management to optimize site delivery	session / 3h
Axeptio <i>Trackers used to remember your consent</i> Privacy policy	axeptio_all_vendors	Allows to remember the list of providers	6m
	axeptio_authorized_vendors	Allows to remember which providers you have given your consent to	
	axeptio_all_vendors	Allows to remember the list of providers	
Cloudflare Privacy policy	_cfuid	Security: Enables distinguishing users sharing the same IP address and applying rate limiting.	session

Preferences or functional cookies

These cookies can be used to remember preferences in order to personalize your browsing experience. They may also allow you to use certain features such as instant messaging.

Audience and statistics cookies

These cookies may be used to collect information about how our website is used. This allows us to improve its performance and to improve its operation for an optimal user experience.

PROVIDER	TRACKER NAME	PURPOSE	DURATION
Google Analytics	_ga	Allows the tracking of pages visited by the visitor in his journey through the website	13m

Website audience analysis tool for statistical purposes (e.g.: average time spent, visitor journey and traffic) Privacy policy	_ga_xxx	Allows to collect statistics on the website visits	13m
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Advertising Cookies

These cookies may be used to collect information in order to provide relevant advertising based on your interests. They are usually implemented by third parties with our assistance.

In emails sent to you

When you agree to receive our emails (newsletters, commercial or informational communications), we use behavioral trackers that allow us to know if our messages are opened, when, on what type of device, and to measure clicks on the links they contain.

The associated URLs may correspond to the following forms:

PROVIDER	URL CONTAINING	TYPE	PURPOSE
Positive Group France Privacy policy	... /v?q=xxx..xx ⁽¹⁾	image	Message opening detection
	... /tt?q=xxx..xx ⁽¹⁾	image	Detection of technologies, reading times
	... /c?p=xxx..xx ⁽¹⁾	lien	Detection of click on a link
	... /m2?r=xxx..xx ⁽¹⁾	lien	Detection of click on the link to the mirror page
	... /ur?q=xxx..xx ⁽¹⁾ ... /r/xxx..xx ⁽¹⁾	lien	Detection of click on the unsubscribe link
	... /ur-p?q=xxx..xx ⁽¹⁾	lien	Unsubscribe via "list-unsubscribe" header link
	... /img/{{id}}	image	Detection of opening of the message associated with {{id}}
	... /t/{{id}}?r={{URL}}&l={{id1}}	lien	Detection of a click on a link {{id1}} of the message associated with {{id}} then redirection to the URL of the destination page
	... /t/{{id}}?r={{URL}}	lien	Detection of click on the unsubscribe link of the message associated with {{id}}
	... /o?q=xxx..xx ⁽¹⁾	image	Message opening detection
	... /c?q=xxx..xx ⁽¹⁾	lien	Detection of click on a link
	... /u?q=xxx..xx ⁽¹⁾	lien	Detection of click on the unsubscribe link
Positive Group Polska Privacy policy	... /emails/open/xxx..xx ⁽¹⁾	image	Message opening detection
	... /emails/c/xxx..xx ⁽¹⁾	lien	Detection of click on a link
	... /emails/unsubscribe/xxx..xx ⁽¹⁾	lien	Unsubscribe link including "list-unsubscribe" header

⁽¹⁾ xxx..xx representing the encoded identification information, for example: unique identifiers of customer accounts, sendings, links, lists...

How can you accept or decline this tracking?

Opening detection is achieved by displaying an image in the email sent to you. When this image is downloaded, it is technically impossible to display a window allowing you to give your consent. If you wish to opt out of tracking, please write to us at the following address: marketing@positivegroup.com, or use the link at the bottom of the message to redirect you to the preferences center.