Cookies and local storage — Tracelia website

Version 2.1 • 29 October 2026 — English translation

With your consent, the Tracelia website uses Google audience measurement and ad measurement cookies. Without your consent, it sets none. You can change your mind at any time. This page covers the presentation website; the application has its own information in its legal area.

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1. Your choices, at any time

On your first visit, a banner offers three buttons of the same size: “Reject all”, “Customize” and “Accept all”. Closing the banner with “Continue without accepting” counts as a refusal. Your choice is kept for six months, then asked again; it is also asked again if this page changes significantly.

To change your choice, use “Manage cookies” at the bottom of every page, or this button: **Manage cookies**. Withdrawing consent is as easy as giving it.

2. What is always on

This is needed only to run the website and does not require your consent.

Name	Purpose	Duration
`tracelia_consent` (cookie)	Keeping your choices and a random identifier that serves as proof of that choice	6 months

Your browser can also cache pages and resources to load them faster. This cache is not an audience-tracking tool and can be cleared in browser settings. Normal technical transmissions, including necessary server logs, are covered by the privacy policy.

3. What depends on your consent

Purpose	Tool and cookies	Duration
Audience measurement: counting visits, learning which pages help most, improving the website	Google Analytics: `_ga`, `_ga_<id>`	13 months; data kept 14 months in Google Analytics
Ad measurement: knowing whether a request or a trial came from a Google ad, so we only pay for useful ads	Google Ads: `_gcl_au`, `_gcl_aw`, `_gcl_gb`	90 days
Personalized ads: showing you our ads on other websites after your visit	Google Ads, cookies set by Google on its own domains (google.com, doubleclick.net)	13 months at most

If you accept ad measurement and contact us through the website, your email address and phone number may be sent to Google in an irreversibly encrypted form (hashing) to link your request to the ad that brought you here. See the privacy policy.

4. What happens if you reject

No measurement or advertising cookie is set or read. The website does use Google's "consent mode": before you choose and after a refusal, Google's tag sends signals **without cookies**, for example that a page was viewed and that you did not consent. Google uses them to produce overall statistical estimates; according to Google, these signals cannot recognize you from one visit to the next. If you do not want your browser to contact Google on this website, you can block Google's domains in your browser.

5. Who receives this information

Global Expertises, which sells Tracelia, and Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland), which provides Google Analytics and Google Ads. Google may process data in the United States: these transfers rely on the EU–US Data Privacy Framework, upheld by the EU General Court on September 3, 2025 (an appeal is pending before the Court of Justice), and on the European Commission's standard contractual clauses.

6. Leaving the website

Opening the software, Stripe payment or a cited site takes you to another service. Login and security cookies, offline-entry local storage and application diagnostics are described in that application's policy. Necessity and consent requirements are assessed for each function; replay is not automatically exempt merely because it is described as diagnostic.

7. Changes

Before enabling a new optional tracker requiring consent, Global Expertises discloses purpose, recipients and lifetime, obtains a prior choice and enables equally easy withdrawal. Accepting and refusing are comparably easy. Refusal does not block unrelated functions. This page and technical controls are updated before activation; blanket acceptance of sales terms or privacy information is not a tracker choice.

Questions: contact@global-expertises.fr.

Cookies and local storage — Tracelia website — Version 2.1 · October 29, 2026. Reference page on the Tracelia website: /en/cookies/ (French reference text: /cookies/)

Full text, identical to the website page. SHA-256 of the source:
`c5b507203482978a7b0049d502b6c04a3bf93add275c8130c3d6887244533b1a`

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