

Cookie and Similar Technologies Policy

Update : 13/03/2026

When you browse our website www.pathe.ch or on our Application, cookies are placed on your smartphone, tablet, or computer.

1. What Is a Cookie or Similar Technology?

A cookie is a tracker that gathers information about your browsing activity on our site.

There are two types of cookies:

- **Necessary or Essential Cookies:** These are cookies that assist or enable your navigation on the websites. Commonly referred to as technical or functional cookies, they are strictly necessary to ensure that the site you are browsing is operational. In accordance with applicable laws, necessary cookies are placed and read by Pathé without requiring user consent. These cookies cannot be disabled via the cookie consent banner provided by Didomi.
- **Non-Necessary or Non-Essential Cookies:** These cookies neither affect the quality of your browsing experience nor the site's basic functionalities. However, these cookies are always placed and read by Pathé and its partners only with your explicit consent. You are free to enable or disable them. There are two types of non-necessary or non-essential cookies:
 - o Audience Measurement/Performance Cookies
 - o Advertising Cookies

Non-necessary cookies offer several benefits for you:

- They make your browsing experience more user-friendly and personalized through displays and content tailored to your expectations.
- They enable Pathé to offer you advertisements tailored to your preferences on our website or those of our partners (advertising cookies).
- They facilitate interactions with your social media platforms (social media cookies).
- They optimize your experience on our site by providing precise traffic metrics (audience measurement cookies).

2. Detail of Cookies on the Pathe.ch Website

a) Technical or functional cookies, placed without your consent

Vendor	Cookie Name	Retention Period	Purpose
Pathé Suisse	localStorage.test	Session	Technical or functional cookies
Pathé Suisse	dummy	Session	Technical or functional cookies
Pathé Suisse	bm_mi	2 hours	Technical or functional cookies
Pathé Suisse	bm_s	1 month	Technical or functional cookies
Pathé Suisse	bm_so	1 day	Technical or functional cookies
Pathé Suisse	bm_sv	2 hours	Technical or functional cookies
Pathé Suisse	bm_sz	2 hours	Technical or functional cookies
Pathé Suisse	bm_ss	2 hours	Technical or functional cookies
Pathé	bm_lso	30 days	Technical or functional cookies
Pathé Suisse	ak_bmsc	2 hours	Technical or functional cookies
Pathé Suisse	ak_bm_tab_id	Session	Technical or functional cookies
Pathé Suisse	AKA_A2	2 hours	Technical or functional cookies
Pathé Suisse	_abck	12 months	Technical or functional cookies
Pathé Suisse	didomi_token	12 months	Technical or functional cookies
Pathé Suisse	didomi_token	Session	Technical or functional cookies
Pathé Suisse	euconsent	12 months	Technical or functional cookies
Pathé Suisse	euconsent	Session	Technical or functional cookies
Pathé	lang	Session	Technical or functional cookies

b) Audience / Performance Measurement Cookies

Vendor	Cookie Name	Retention Period	Purpose
Pathé Suisse	RT	7 days	Performance measurement with consent
Pathé Suisse	_boomr_clss	Session	Performance measurement with consent
Pathé Suisse	gtmBrowserId	Session	Performance measurement with consent
Pathé Suisse	_boomr_akamaiXHRRetry	Session	Performance measurement with consent
Google Analytics	_ga	13 months	Performance measurement with consent
Google Analytics	_ga_#	13 months	Performance measurement with consent
Google Analytics	_gcl_au	3 months	Performance measurement with consent
Google Analytics	_gcl_ls	Session	Performance measurement with consent

c) Cookies related to personalized advertising, submitted to consent

Vendor	Cookie Name	Retention Period	Purpose
TikTok	tt_sessionId	Session	Targeted advertising
TikTok	tt_appInfo	Session	Targeted advertising
TikTok	tt_pixel_session_index	Session	Targeted advertising
TikTok	_tt_enable_cookie	3 months	Targeted advertising
TikTok	_ttp	3 months	Targeted advertising
TikTok	ttcsid_D4FHK8JC77U3F3CU7SRG	3 months	Targeted advertising
TikTok	ttcsid	3 months	Targeted advertising
Google Advertising Products	FPID	13 months	Targeted advertising
Google Advertising Products	FPLC	1 day	Targeted advertising
Facebook	_fbp	3 months	Targeted advertising
Google Advertising Products	www.google.com/pagead/1p-user-list/	Session	Targeted advertising
Google Advertising Products	www.google.fr/pagead/1p-user-list/8	Session	Targeted advertising
Google Advertising Products	test_cookie	2 hours	Targeted advertising
Google Advertising products	IDE	13 months	Targeted advertising

d) Privacy Policy of Partners

Regarding cookies such as : Google Analytics, TikTok, Google Advertising Products, Google Tag Manager, Facebook : these cookies are subject to user consent. However, since Pathé cannot guarantee absolute control over the reuse of data by these platforms, Pathé has chosen to implement a tool (Addingwell) that obfuscates the last two digits of collected IP addresses before transferring them to the aforementioned platforms.

Cookies are placed either by Pathé or by third parties based on the choices you made during your initial cookie consent settings when visiting our websites or using our applications for the first time.

As a reminder, you can adjust your cookie consent settings at any time by clicking the link available at the bottom of our websites or in the dedicated sections of our applications.

To learn more about third-party cookies and the privacy policy of our partners, or to exercise your rights with them, please refer to the following links:

- Akamai : <https://www.akamai.com/legal/privacy-statement>
- Didomi : <https://www.didomi.io/privacy-policy>
- Google Analytics: <https://support.google.com/analytics/answer/6004245?hl=fr>
- Facebook: <https://www.facebook.com/about/privacy/>
- Instagram: <https://about.instagram.com/blog/announcements/instagram-community-data-policy/>
- Google Advertising Products: <https://policies.google.com/privacy>

- Google Tag Manager : <https://marketingplatform.google.com/about/analytics/tag-manager/use-policy/>

The above-listed partners act as processors and/or joint data controllers, in accordance with agreements signed with each partner.