



MUTUAL
VALUE
LABS

Mutual Value Labs SA Cookies Policy

June 2024

Cookies Policy

Mutual Value Labs SA (CHE-303.632.505) is a Swiss corporation (*société anonyme*) having its registered office at c/o Corrafid, Rue de la Corraterie 26, 1204 Geneva ("**MVLabs**", "**we**") and which operates a website. MVLabs' activity is to transform business models through proprietary capabilities, tools, and leadership development.

The purpose of this Cookies Policy is to describe the processing of information collected during visits to our website and to offer you the opportunity to configure these cookies according to your wishes.

This Cookies Policy does not cover links within our website to any other third party websites.

1. What is a cookie?

A cookie is a small text file that is placed on your computer, smartphone or other device when you visit a website. A cookie allows its issuer to identify the terminal in which it is stored, during the period of validity or registration of the cookie.

2. Why do we use cookies?

Cookies are used for a number of purposes. They help to make some parts of a website work or work more efficiently, as well as to provide information to the owners of a website about how it is used.

Some of the cookies used on our website are essential for it to function properly, but we also use some non-essential cookies that help us to improve the overall performance of our website. Cookies allow you to choose your connection preferences (e.g., language), to register for our newsletter or to register for conferences, workshops, roundtables or other events we organize or sponsor.

The cookies we issue also allow us to:

- a. identify the terminal and the web browser from which you access our website;
- b. adapt the presentation of our website to the display preferences of your terminal (e.g., display resolution, operating system used) when you visit our website;
- c. establish statistics and volumes of frequentation and use of the various elements composing our website (sections and contents visited, source, last time any digital content was accessed), thus enabling us to improve the interest and ergonomics of our services and our website;
- d. identify the region / country from which you access our website;
- e. memorize information relating to a form which you filled on our website;
- f. implement security measures.

3. What cookies do we use?

3.1. Technical cookies

Technical cookies are essential to the functioning of our website. It is through these cookies that you can browse our website and enjoy its features. The settings for technical cookies cannot be changed.

Name of cookie	Usage reference (see §2)	Data retention period	Purpose of the cookie
JSESSIONID	b)	Session	Maintains an anonymous user session by the server as our site is written in JSP.
vuid	b)	1 year 1 month	Enables the use of the Vimeo video player on our website.

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Name of cookie	Usage reference (see §2)	Data retention period	Purpose of the cookie
wpEmojiSettingsSupports	b)	Session	Helps determine if the user's browser can display emojis properly.

3.2. Analytical cookies

These cookies collect information about how visitors use a website (e.g., number of visits, most visited pages, most visited content). They allow us to know the use and the performances of our website, to establish statistics, volumes of frequentation in order to improve the interest and the ergonomics of our services and the visits on our website.

The data collected will not be passed on to third parties or used for any other purposes than the ones stated below. These cookies are for internal use and allow us to measure certain audiences on our website.

You can set your browser to not accept cookies, but this may limit your ability to use our website. You can also opt out of receiving interest-based advertising from certain advertising networks [here](#) (or if located in the European Union, [here](#)).

Name of cookie	Usage reference (see §2)	Data retention period	Purpose of the cookie
__cf_bm	c)	30 minutes	Distinguishes between humans and bots, in order to make valid reports on the use of our website.
__ga_*	c)	1 year 1 month 4 days	Stores and counts page views.
__ga	c)	1 year 1 month 4 days	Calculates visitor, session and campaign data and tracks site usage. Stores information anonymously and assigns a randomly generated number to recognize unique visitors.

3.3. Social Media cookies

Our website contains data hosted or shared to other websites that allow you to view content on our website. When you consent to the use of such social media services, third party cookies relating to the relevant social network are installed. These cookies make it possible, in particular, to link the content consulted to your user account with the social network.

List of other websites we use to publish content and/or media:

- LinkedIn
- Twitter

If you follow a link to any of these websites, please note that these websites have their own privacy and cookies policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

3.4. How to configure cookies?

The recording of a cookie in a terminal is generally subject to the consent of the terminal user. Several possibilities are offered to configure cookies: you can choose, at any time, to express and modify your wishes regarding cookies.

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General configuration

The configuration of each browser is different and is described in your browser's help menu, which will let you know how to manage your cookies preferences.

If you have enabled cookies on your device in your browser software, cookies embedded in pages and content you have viewed may be temporarily stored in a dedicated area on your device.

Specific configuration on our website

When you consent to the use of cookies, this consent is valid for a maximum of 30 days, after which you will be asked to renew your consent. This renewal may also occur if you connect from another terminal or if you change your browser settings, or when our website is updated.

If you refuse to accept cookies on your device or on our website, or if you delete your cookies stored on your device, you may not be able to use certain features of our website.

3.5. To whom is the information generated by the cookies transmitted?

We invite you to consult the data protection policy and the notice on the use of cookies published by the entities that issued the aforementioned plug-ins.

For further information on how we collect and process your personal data, we invite you to consult our Data Protection Notice on our website.

4. How to contact us?

If you have any questions relating to our use of your Personal Data under this Cookies Policy, please contact us as follows: dataprivacy@eom.org

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