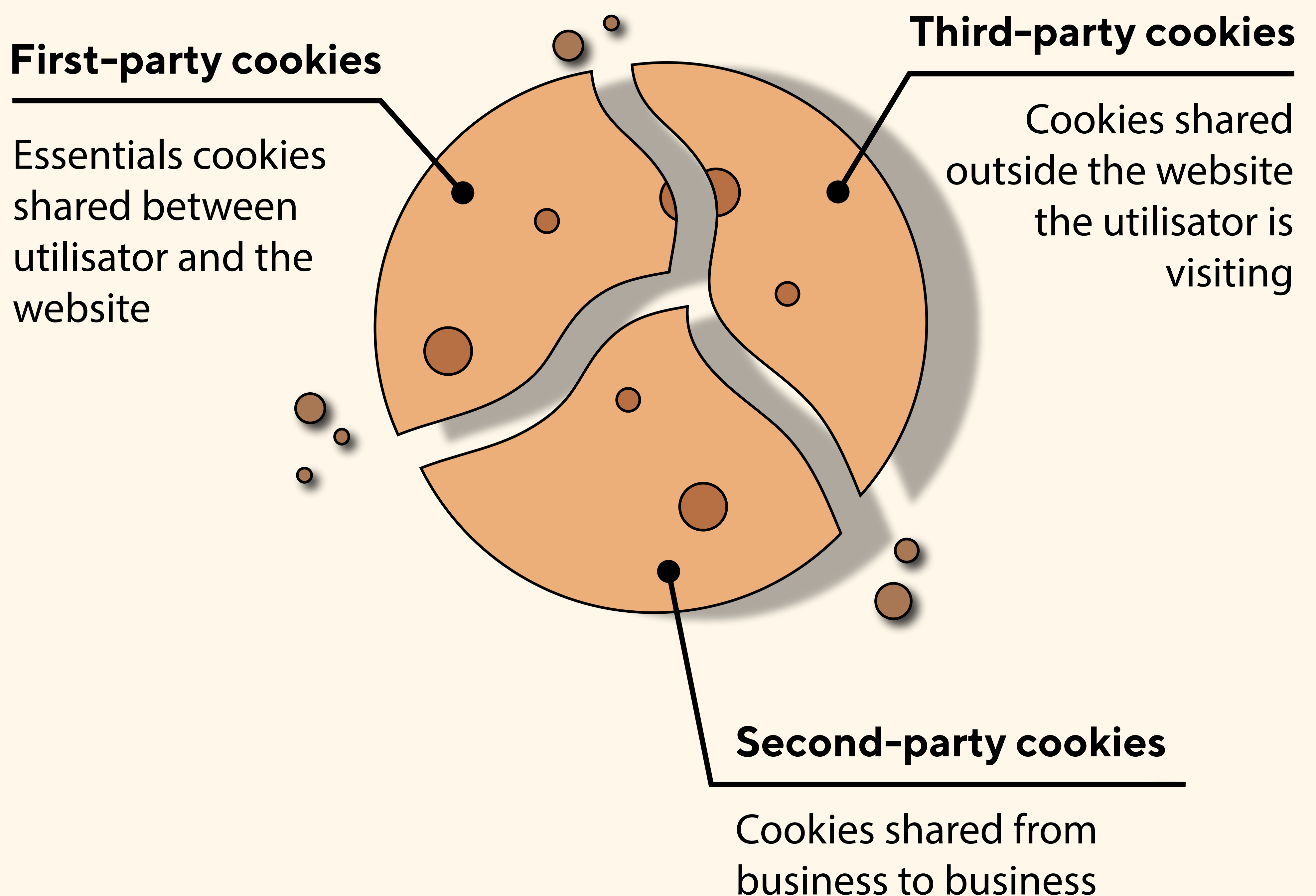# WHAT IS COOKIES?

HTTP cookies (also called web cookies, Internet cookies, browser cookies, or simply cookies) are small blocks of data created by a web server while a user is browsing a website and placed on the user's computer or another device by the user's web browser. There is three main types of cookies :

First-party cookies

Essentials cookies shared between utilisator and the website

Third-party cookies

Cookies shared outside the website the utilisator is visiting

Second-party cookies

Cookies shared from business to business

How to analize and protect your data ?

Matomo vs Google Analytics

The analysis of the data collected for a site can be done via a data analysis application, 80% of the global market uses the free service Google Analytics, yet other services more ethical and respectful of users are offered to us!

Google Analytics

You're not the owner of your data, which might compromise their protection

Use utilisators data for re advertising

The storage of data is geographicly random

You'll have to use consent banners to authorize the collection of data

matomo

Your are the owner of your data so they are 100% protected

Respect utilisator privacy

You choose how your data are managed and where they are stocked

Allows you to remove properly consent banners

Here is the full comparative : https://fr.matomo.org/matomo-vs-google-analytics-comparison/

ANTONETTI Margot