

# **PRIVACY AND COOKIE POLICY for the AEP News Aggregator, called “YEP News”**

We, AISBL EBU-UER, with registered office at avenue des Arts 56, 1000 Brussels, Belgium, operate the website [www.yepnews.eu](http://www.yepnews.eu) (“Website”).

In this context, we are responsible for the collection, processing and use of your personal data and for handling this data in accordance with the law. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our Website. Please read this policy carefully to understand our practices regarding your data.

We take the topic of data protection seriously and pay attention to the protection of your personal data. We comply with the legal requirements of the EU General Data Protection Regulation 2016/679 (GDPR) and other provisions of data protection law that may be applicable.

By using our Website, you agree to the collection and use of information in accordance with this Privacy Policy.

We would like to inform you below about how we process your personal data in connection with the Website and otherwise.

Please note that the following information may be reviewed and amended from time to time. We therefore recommend that you consult this Privacy Policy regularly.

## **1. Scope and purpose of the collection, processing and use of personal data**

When you visit the Website, the following data is collected::

- the date and time of access the name and URL of the retrieved resources
- the page and address of the website from which you were redirected to the Website
- the operating system of your computer
- the browser you are using (provider, version and language)
- the transmission protocol used (e.g. HTTP/1.1)
- Name of the publisher organization (listed in section 4)
- ID of the article and language of the article
- Session ID (unique id for each visitor session, that is generated and stored for 13 months) if users consent to data collection for the purpose of analytics.

The collection and processing of this data is carried out for the purpose of enabling the use of the Website (establishing a connection), to permanently guarantee system security and stability and to enable the optimisation of our internet offering as well as for internal statistical purposes. Third-party tracking technologies can be used to analyse user interactions and optimize the Website experience. Our legitimate interest in data processing within the meaning of Art. 6 para. 1 lit. f GDPR lies in the purposes described above.

Finally, we use cookies and other applications based on cookies when you visit our websites. For further information, please refer to section 2 “Cookies” below.

## **2. Cookie Policy**

When you access the Website, we sometimes collect information using small data files called cookies on your device.

## **2.1. What are cookies?**

Cookies are information files that your web browser automatically stores on the hard drive of your terminal device when you visit our websites. Cookies do not damage the memory of your terminal device, nor do they transmit the users' personal data to us.

Among many other aspects, cookies help to make your visit to our websites easier, more pleasant and more meaningful.

A cookie is a small text file that a website stores on your computer or mobile device when you visit the site.

- First party cookies are cookies set by the website you are visiting. Only that website can read them. In addition, a website might potentially use external services, which also set their own cookies, known as third-party cookies.
- Third-party cookies are cookies set by external services or platforms that are not controlled by us but are integrated into our Website. These cookies may be used for analytics and tracking.
- Persistent cookies are cookies saved on your computer and that are not deleted automatically when you quit your browser, unlike a session cookie, which is deleted when you quit your browser.

When you visit the websites managed by the AISBL EBU-UER, you will be prompted to **accept or refuse cookies**.

The purpose is to enable the site to remember your preferences (such as user name, language, etc.) for a certain period of time.

Cookies can also be used to establish anonymised statistics about the browsing experience on our Website.

## **2.2. How do we use cookies?**

The Website mostly uses first-party cookies. These are cookies set and controlled by the AISBL EBU-UER, not by any external organisation.

In addition to first-party cookies, the Website also uses third-party cookies, including those from META (Facebook). These third-party cookies help us measure the effectiveness of our content, optimize user engagement. For further details on the use of these cookies, please refer to Section 2.2.4.

We do not use cookies :

- to collect personally identifiable information (without your express permission) ;
- to collect sensitive information (without your express authorisation);
- to transmit data to advertising networks;
- to transmit personal data to third parties;
- for commercial purposes.

However, to view some of our pages, you will have to accept cookies from external organisations.

### **2.2.1. Essential and functional cookies**

Essential and functional cookies include :

- cookies that are essential for browsing our Website and enable you to use the main features of the Website ;
- functionality cookies, which give you access to specific functions when you request them (such as recognising you or indicating that you have visited a particular page), improve your browsing comfort and the performance of your browser.

They allow you to :

- navigate quickly and efficiently between the different sections of the Website and help you return to previous pages;
- adapt the presentation of the Website to your terminal's display preferences by storing them (e.g. location, browsing data, etc.);

If you configure your browser to block all cookies (see point 2.3), some sections of the Website may not function as they should, or may no longer function at all, due to the non-existence of technical and functionality cookies.

Strictly necessary (technical) cookies last for the duration of the session; functionality cookies last for the duration of the session, a few hours and a maximum of one year.

The 2 types of first-party cookie we use are to:

- store visitor preferences
- gather analytics data (about user behaviour).

### **2.2.2. Visitor preferences**

These are set by us and only we can read them. They remember:

- if you have agreed to (or refused) this site's cookie policy ;
- your selected language, country and bookmarked content so you will not be asked again.

Visitor preferences cookies are:

**Name:** i18nextLng

**Service:** Internal web framework (AISBL EBU-UER)

**Purpose:** Stores your language preference on the website so you will not be asked again

**Cookie type and duration:** First-party persistent cookie, 6 months

**Name:** selectedCountries

**Service:** Internal web framework (AISBL EBU-UER)

**Purpose:** Stores the selected countries so you will not be asked again

**Cookie type and duration:** First-party persistent cookie, 6 months

**Name:** selectedLanguages

**Service:** Internal web framework (AISBL EBU-UER)

**Purpose:** Stores your chosen article languages cookie preferences (so you won't be asked again)

**Cookie type and duration:** First-party persistent cookie, 13 months

### **2.2.3. Analytics cookies**

We use these purely for internal research on how we can improve the service we provide for all our users. Analytics cookies and audience measurement cookies (statistics) enable us to measure the audience for the various contents and sections of our Website in order to evaluate and better organize them.

The cookies simply assess how you interact with our website – as an anonymous user (**the data gathered does not identify you personally**).

The data collected includes, for example: the number of visitors, the time spent on a page, the length of the chosen content, etc. These cookies also make it possible, where necessary, to detect navigation problems and consequently to improve the ergonomics of our services. These cookies only produce anonymous statistics and traffic volumes to the exclusion of any individual information.

Also, this data is **not shared with any third parties** or used for any other purpose.

However, you are **free to refuse** these types of cookies via the cookie banner you will see on the first page you visit or via the hyperlink on the bottom of the Website.

Analytics cookies we use are the following :

**Name:** \_\_pc\_c

**Service:** Internal web framework (AISBL EBU-UER)

**Purpose:** UUID that recognises website visitors (**anonymously** – no personal information is collected on the user)

**Cookie type and duration:** First-party persistent cookie, 6 months

**Name:** \_pc\_t

**Service:** Internal web framework (AISBL EBU-UER)

**Purpose:** Identifies whether the user accepted or refused tracking

**Cookie type and duration:** First-party persistent cookie, 6 months

**Name:** userCollectChoice

**Service:** Internal web framework (AISBL EBU-UER)

**Purpose:** Identifies whether the user accepted or refused tracking

**Cookie type and duration:** First-party persistent cookie, 6 months

**Name:** \_pc\_st

**Service:** Internal web framework (AISBL EBU-UER)

**Purpose:** Identifies the starting time of the session

**Cookie type and duration:** First-party persistent cookie, 6 months

**Name:** \_pc\_lr

**Service:** Internal web framework (AISBL EBU-UER)

**Purpose:** Identifies the last time record of the session

**Cookie type and duration:** First-party persistent cookie, 6 months

#### **2.2.4. Tracking cookies**

We use tracking technologies, including the META Pixel, which is provided by Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. The META Pixel allows us to track interactions on our Website and measure the effectiveness of content.

The data collected includes:

- Information about your interactions with the Website (e.g., page views).

Users who interact with our Website may be included in a retargeting audience. This information may be used to provide aggregated analytical insights and optimize our Website. Measurement data is aggregated and does not retain individual user data. Retargeting and audience data is stored for a maximum of 6 months.

Users can opt out of tracking via their browser settings or by managing their preferences in the cookie consent banner on our Website.

### **2.3. How to manage your cookies ?**

You can change your choice at any time on this page, which is accessible via the 'Cookies' hyperlink at the bottom of each page of our Website.

You may also refuse the use of cookies by selecting the appropriate settings on your browser. Instructions for common browsers are available on our Website. Please note that disabling cookies may impact the functionality of the Website. You can delete all cookies that are already on your device by clearing the browsing history of your browser. This will remove all cookies from all websites you have visited.

Be aware though that you may also lose some saved information (e.g. saved login details, site preferences).

### **2.4. Data collection from embedded content**

[When YEP News content is embedded on third-party websites, our embed code automatically collects user interaction data to improve content recommendations and](#)

[analytics. Embedding websites do not need to send any data manually, but they must obtain user consent where required.](#)

[Tracking is managed entirely by YEP's own scripts within the embed code.](#)

[Embedding websites are responsible for obtaining user consent where legally required \(e.g., for analytics tracking under GDPR/ePrivacy rules\).](#)

[The data collected is fully anonymized and used exclusively for content recommendations and analytics.](#)

### **3. Storage**

We store the data affected by and mentioned in this data privacy policy in a centralised electronic data processing system. For this purpose, we work with the software platform Peach Services located in Ireland. Data is strictly stored locally on the users' devices.

### **4. Links to our partner websites and to social media sites**

On the Website, you will be redirected on the following partner website following the choice of the news content you chose to read :

<b>name</b>	<b>Full org name (native)</b>	<b>Full org name (en)</b>	<b>website</b>
LSM	Latvijas sabiedriskais medijs	Public Broadcasting of Latvia	<a href="https://www.lsm.lv/">https://www.lsm.lv/</a>
LRT	Lietuvos nacionalinis radijas ir televizija	Lithuanian National Radio and Television	<a href="https://www.lrt.lt/">https://www.lrt.lt/</a>
Czech TV	Česká televize	Czech Television	<a href="https://www.ceskatelevize.cz/">https://www.ceskatelevize.cz/</a>
RTVE	Radiotelevisión Española	Spanish Radio and Television	<a href="https://www.rtve.es/">https://www.rtve.es/</a>
SWI	SWI swissinfo.ch	International Service of the Swiss Broadcasting Corporation	<a href="https://www.swissinfo.ch/">https://www.swissinfo.ch/</a>
GPB	საქართველოს საზოგადოებრივი მაუწყებელი	Georgian Public Broadcasting	<a href="https://1tv.ge/">https://1tv.ge/</a>
ERR	Eesti Rahvusringhääling	Estonian Public Broadcasting	<a href="https://news.err.ee/">https://news.err.ee/</a>
Suspilne	Національна суспільна телерадіокомпанія України	National Public Broadcasting Company of Ukraine	<a href="https://suspilne.media/">https://suspilne.media/</a>

RTBF Radio-télévision belge de la communauté française Belgian Radio and Television of the French Community <https://www.rtb.be/>

On the Website, we have set up links to our social media presence on the following social networks:

Bluesky Social PBC, 113 Cherry St, Seattle, WA 98104, USA

If you click on the corresponding icons of the social networks, you will automatically be redirected to our profile on the respective social network.

When you open a link to one of our social media profiles, a direct connection is established between your browser and the server of the social network in question. This provides the network with the information that you have visited our Website accessed the link.

If you click on one of these links, you thereby give your consent within the meaning of Art. 6 para. 1 lit. a GDPR to the resultant data processing.

## **5. Disclosure of data to third parties**

We consider the personal data referred to in this Privacy Policy to be confidential and will treat it accordingly.

We will not disclose your information to third parties unless it is necessary to comply with laws, court orders or legal process, to enforce or apply our agreements or to protect us or our rights, or unless you have consented to this.

- 6.** In addition, we share your data with third parties to the extent necessary for the use of the Website, the processing of your contact requests and the analysis of your user behaviour, as well as for other processing purposes mentioned above. The use by third parties of the data disclosed is strictly limited to the aforementioned purposes.**Transfer of personal data abroad**

We may transfer your data to third parties (contracted service providers) based abroad for the purposes of the data processing described in this Privacy Policy.

Such third party companies are obliged to protect the privacy of individuals to the same extent as we do. If the level of data protection in a country does not correspond to EU standard, we contractually ensure that the protection of your personal data corresponds to that in the EU at all times. To this end, we agree on the EU standard contractual clauses with our partners and implement additional technical and organisational measures if necessary.

## **7. Right to information, deletion and correction**

You can object to data processing, in particular data processing in connection with direct marketing (e.g. against advertising emails) at any time. You have the following rights:

**Right of access:** If we process your personal data, you have the right to request access to your personal data stored by us at any time and free of charge. This gives you the opportunity to check what personal data we process about you and that we process it in accordance with the applicable data protection regulations.

**Right to rectification:** You have the right to have inaccurate or incomplete personal data rectified and to be informed of the rectification. In this case, we will inform the recipients of

the data concerned of the adjustments made, unless this is impossible or involves disproportionate effort.

Right to deletion: You have the right to have your personal data deleted in certain circumstances. In individual cases, the right to deletion may be excluded.

Right to restrict processing: You have the right, under certain conditions, to request that the processing of your personal data be restricted.

Right to data transfer: If you are a resident of an EU or EEA Member State, you have the right, in certain circumstances, to obtain from us, free of charge, the personal data you have provided to us in a readable format.

Right to lodge a complaint with a supervisory authority: If you are a resident of an EU or EEA Member State, you have the right to lodge a complaint with a competent supervisory authority about the way in which your personal data is processed.

Right of withdrawal: In principle, you have the right to withdraw your consent at any time. However, processing activities based on your consent in the past do not become unlawful as a result of your revocation.

## **8. Retention periods**

We only retain data for as long as necessary to provide you with services that you have requested or for purposes to which you have given your consent.

## **9. Data security**

We use appropriate technical and organisational security measures to protect personal data from loss, misuse or alteration. Nevertheless, it is not possible to guarantee the absolute security of personal data.

We also take internal data protection very seriously. Our employees and the service companies commissioned by us are obliged by us to maintain confidentiality and to comply with the provisions of data protection law.

## **10. Complaint**

If you believe that your personal data has been processed in breach of data protection regulations, you can lodge a complaint with the Belgian Authority for Data Protection.

## **11. Contact**

If you have any questions about data protection, if you would like further information or if you would like to request the deletion of your personal data, please contact us by e-mail at [aeuropeanperspective@ebu-uer.be](mailto:aeuropeanperspective@ebu-uer.be)

Alternatively, you can write to:

AISBL EBU-UER  
Avenue des Arts 56  
1040 Brussels  
Belgium

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