



**Geneva  
Business School®**  
*Real Business. Responsible Leaders.*

# Cookie Policy

**gbsge.com**

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**Last Updated: 17 December, 2024**



# COOKIE POLICY

Last updated: 17 December, 2024

## INTRODUCTION

Geneva Business School (“we” or “us” or “our”) may use cookies, web beacons, tracking pixels, and other tracking technologies when you visit our [website](#), including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”) to help customize the Site and improve your experience.

We reserve the right to make changes to this Cookie Policy at any time and for any reason. We will alert you about any changes by updating the “Last Updated” date of this Cookie Policy. Any changes or modifications will be effective immediately upon posting the updated Cookie Policy on the Site, and you waive the right to receive specific notice of each such change or modification.

You are encouraged to periodically review this Cookie Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Cookie Policy by your continued use of the Site after the date such revised Cookie Policy is posted.

## USE OF COOKIES

A “cookie” is a string of information that assigns you a unique identifier that we store on your computer. Your browser then provides that unique identifier to use each time you submit a query to the Site. We use cookies on the Site to, among other things, keep track of services you have used, record registration information, record your user preferences, keep you logged into the Site, facilitate purchase procedures, and track the pages you visit. Cookies help us understand how the Site is being used and improve your user experience.

## CONSENT TO COOKIES

Following GDPR, we require your consent to place non-essential cookies on your device. Upon visiting our website, you will be presented with a cookie banner where you can choose to:

- Accept all cookies
- Reject all cookies
- Customize your cookie preferences

Your preferences will be stored, and you may update them at any time via the **"Cookie Settings"** link available at the bottom of every page.

## DISABLING COOKIES

You can prevent the setting of cookies by adjusting the settings on your browser (see ‘Cookie Settings’ in the footer of the home page of [gbsge.com](#)). You can disable cookies through your browser settings. Please note that while essential cookies are required for the website to function properly, disabling non-essential cookies will not affect your ability to browse the website, but some features may not operate optimally.

**Geneva Business School**

W [www.gbsge.com](http://www.gbsge.com) | E [geneva@gbsge.com](mailto:geneva@gbsge.com)





## TYPES OF COOKIES

The following types of cookies may be used when you visit the Site:

### Advertising Cookies

Advertising cookies are placed on your computer by advertisers and ad servers in order to display advertisements that are most likely to be of interest to you. These cookies allow advertisers and ad servers to gather information about your visits to the Site and other websites, alternate the ads sent to a specific computer, and track how often an ad has been viewed and by whom. These cookies are linked to a computer and do not gather any personal information about you.

### Analytics Cookies

Our website uses Google Analytics for tracking and reporting of site performance. This does not personally identify you – it just helps us understand which parts of our website people use the most. This enables us to make our website better. Analytics cookies monitor how users reach the Site, and how they interact with and move around once on the Site. These cookies let us know what features on the Site are working the best and what features on the Site can be improved.

### Our Cookies

Our cookies are “first-party cookies”, and can be either permanent or temporary. These are necessary cookies, without which the Site won't work properly or be able to provide certain features and functionalities. Some of these may be manually disabled in your browser but may affect the functionality of the Site.

### Site Management Cookies

Site management cookies are used to maintain your identity or session on the Site so that you are not logged off unexpectedly, and any information you enter is retained from page to page. These cookies cannot be turned off individually, but you can disable all cookies in your browser.

### Third-Party Cookies

In some special cases, we also use cookies provided by trusted third parties. The following section details which third-party cookies you might encounter through this site. These cookies allow third parties such as CRM databases and extranets to gather and track certain information about you. These third parties can add/modify/cancel this data without the user's consent. These cookies can be manually disabled in your browser.

This site uses Google Analytics which is one of the most widespread and trusted analytics solutions on the web to help us understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content. For more information on Google Analytics cookies, see the official Google Analytics page.

We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work the following social media sites including Meta (Facebook, Instagram, WhatsApp), LinkedIn, YouTube, and Tiktok, will set cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.



## CONTROL OF COOKIES

Most browsers are set to accept cookies by default. However, you can remove or reject cookies in your browser's settings. Please be aware that such action could affect the availability and functionality of the Site.

For more information on how to control cookies, check your browser or device's settings for how you can control or reject cookies, or visit the following links:

[Apple Safari](#)

[Google Chrome](#)

[Microsoft Edge](#)

[Mozilla Firefox](#)

[Opera](#)

[Android \(Chrome\)](#)

[Iphone or Ipad \(Chrome\)](#)

[Iphone or Ipad \(Safari\)](#)

In addition to our cookie preferences, you may opt out of some third-party cookies through the [Network Advertising Initiative's Opt-Out Tool](#).

## OTHER TRACKING TECHNOLOGIES

In addition to cookies, we may use web beacons, pixel tags, and other tracking technologies on the Site to help customize the Site and improve your experience. A "web beacon" or "pixel tag" is a tiny object or image embedded in a web page or email. They are used to track the number of users who have visited particular pages and viewed emails and acquire other statistical data. They collect only a limited set of data, such as a cookie number, the time and date of a page or email view, and a description of the page or email on which they reside. Web beacons and pixel tags cannot be declined. However, you can limit their use by controlling the cookies that interact with them.

## PRIVACY POLICY

Cookies may collect personal data such as IP addresses, browsing history, and device identifiers. To understand how we process this data, including your rights under GDPR, please refer to our [Privacy Policy](#).

## Your GDPR Rights

Under GDPR, you have the right to:

- Access, correct, or delete your personal data processed via cookies.
- Withdraw consent at any time for non-essential cookies.

To exercise your rights, please contact us at [gdpr@gbsge.com](mailto:gdpr@gbsge.com).

## CONTACT US

For GDPR-related inquiries, please contact our Data Protection Officer (DPO) at:

**Email:** [gdpr@gbsge.com](mailto:gdpr@gbsge.com)

**Address:** Geneva Business School SA  
La Voie-Creuse 16,  
1202 Geneva, Switzerland

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