20/11/2026

COOKIE POLICY

About this policy

This Cookie Policy (the 'policy') explains the cookies and similar technologies used on www.apex2100.org, why we use them and how you can control them.

In short: we use one optional analytics tool, Google Analytics, and only if you accept it. Until you make a choice, or if you click "Reject optional", no analytics cookies are set and no information is sent to Google. You can change your mind at any time using "Manage cookies" at the bottom of every page.

Who we are

The website www.apex2100.org is operated by Apex2100 Ltd (company number 09095637), 61 Route de Lavachet, 73320 Tignes, France ("Apex2100", "we", "us"). Apex2100 is the data controller for the information described in this policy. This policy should be read together with our Privacy Notice, which sets out how and why we collect, store, use and share personal data generally, as well as your rights in relation to your data. It is available at the bottom of every page of the website.

What are cookies?

Cookies are small text files that a website stores on your device (e.g. computer, mobile phone or tablet). "Similar technologies" include browser storage (such as *localStorage*), which works in the same way. In this policy we refer to all of these as "cookies".

Some cookies are strictly necessary for a website to work and do not require your consent. Others, such as analytics cookies, are only used with your consent, in line with the EU ePrivacy rules, the GDPR and the guidance of the French data protection authority (CNIL).

Types of cookies we use

We use the following types of cookies on our website:

Strictly necessary cookies	These remember the choice you made about cookies, so we don't ask you on every page. They do not identify you and are not shared with anyone.
Optional cookies	**Analytics cookies:** these allow us to count visits and see which pages are most popular and how visitors find us, so we can improve the website. They are only set if you accept them. If you do not, the website works exactly the same.

We do not use advertising, social media tracking or profiling cookies.

Google Analytics

With your consent, we use Google Analytics 4, provided by Google Ireland Limited, to understand how the website is used: for example which pages are visited and how visitors find us. This helps us improve the website for prospective athletes and families. We have set it up to protect your privacy:

- it only loads after you click “Accept all”, or switch Analytics on in “Manage cookies”;
- Google’s advertising features, Google signals and ad personalisation are switched off;
- we send only the page address without any query string, and never your name, email address or anything you type into our forms;
- the information is used in aggregated, statistical form only.

Google may process this information outside the European Economic Area, including in the United States, where Google LLC is certified under the EU–US Data Privacy Framework. For more information, see Google’s privacy policy at policies.google.com/privacy.

Consent and managing your cookie settings

- **On your first visit**, a banner lets you choose “Accept all”, “Reject optional” or “Manage cookies”. Rejecting is as easy as accepting, and the website works fully either way.
- **To change your choice at any time**, click “Manage cookies” at the bottom of any page. If you withdraw consent, Google Analytics stops immediately and its cookies are deleted from your browser.
- **We ask again after 6 months**, so your choice stays up to date.
- **Through your browser**, you can also block or delete cookies. Your browser’s help pages explain how.

Other websites

Our website links to other websites and services, including our online application system (OpenApply), our online shop and our social media pages (Instagram, Facebook, LinkedIn and Vimeo). These are not embedded in our pages, so they do not set cookies on our website. Once you follow a link, the other website’s own cookie policy applies.

Contact us

If you have any questions about this policy or how we use your information, please contact our Compliance Lead at chris@apex2100.org or write to us at Apex2100, 61 Route de Lavachet, 73320 Tignes, France. You also have the right to complain to the CNIL (www.cnil.fr).

Changes to this policy

We will update this policy if we change the cookies we use, for example if we add new tools to the website. If we add any new optional cookies, we will ask for your consent again.

This Cookie Policy was last updated on 20.11.2026

Our use of cookies

The table below provides more information about the individual cookies we use and why:

Cookie name and provider	Purpose	Cookie type	Duration
apex_cookie_consent (Apex2100, browser storage)	Remembers your cookie choice	Strictly necessary	6 months
_ga (Google Analytics)	Distinguishes visitors with a random identifier	Analytics cookies	13 months
_ga_EX7G9JS2RF (Google Analytics)	Keeps track of your current visit	Analytics cookies	13 months