



Credibility In Media

CIM Internet Rules

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Table of Contents

1	Objective	5
2	The CIM Internet Traffic Study.....	7
2.1	Definitions.....	7
2.1.1	Site.....	7
2.1.2	Application.....	7
2.1.3	Player	8
2.1.4	Section	8
2.1.5	Page	8
2.1.6	Page View	8
2.1.6.1	Page view: site.....	8
2.1.6.2	Page view: app	9
2.1.7	Video stream view	9
2.1.8	Audio stream view.....	10
2.1.9	Cookie Gemius – BrowserID	10
2.1.10	Unique Visitor/Single Browser	10
2.1.11	Visit	11
2.1.12	Day	11
2.1.13	Week	11
2.1.14	Month	11
2.1.15	Geolocation.....	11
2.2	Tagging.....	11
2.2.1	CIM Tag for HTML5-Coded Sites and Applications.....	11
2.2.2	CIM Tag for Native Applications	11



2.2.3	CIM Tag for Audio and Video Streams.....	11
2.2.4	Keyword	12
2.3	Result groupings	12
2.3.1	Site Owner	12
2.3.2	Co-branding.....	12
2.3.3	Video syndication.....	12
2.3.4	Media Sales House.....	12
2.3.5	Thematic groups.....	12
2.3.6	Stage management/package group.....	12
2.3.7	Media.....	12
2.3.8	Publisher.....	13
2.4	Status of subscribing sites.....	13
2.4.1	Active Room	13
2.4.2	Waiting Room.....	13
2.5	How the Internet CIM Traffic Study Works.....	13
3	The CIM Internet audience study	15
3.1	Objective.....	15
3.2	Definitions.....	15
3.2.1	Cookie panel.....	15
3.2.2	Surfer (Real User).....	15
3.2.3	Constant panel.....	15
3.3	How Internet CIM Audience Research Works.....	15
4	Results	17
4.1	The results on the CIM website.....	17



4.2	Prism	17
4.3	eGemius	17
4.4	Media planning files	18
4.5	Data in external communication.....	18
4.5.1	Correct sources	18
4.5.2	Correct reference to sources	18
4.5.3	Geographical origin of the data	18
4.5.4	Metrics.....	19
5	Launch procedure	20
6	Termination	23
7	Rights and obligations regarding access and use.....	24
8	Privacy.....	25
9	CIM Control	31
10	Disputes and fraud	31
11	Special clauses	33



1 Objective

1.1. The CIM Internet Study is a tool that measures Internet traffic for CIM members. The CIM wishes to offer neutral and objective figures on the number of Page Views or Page Requests, Visits, Unique Visitors and Real Users of participating sites, applications and players, according to the planning, purchase and sale of advertising space. CIM members, Internet media, advertising agencies or intermediaries, can subscribe to the CIM Internet Study.

1.2. The measurement of the Internet, via the CIM Internet study, is a continuous and solidarity-based measurement. The objective of the CIM Internet study is, in the long term, to measure all the elements marketed by content publishers in their respective markets, in order to guarantee the most objective and realistic measurement possible.

Subscribers must measure all sites (as well as their mobile versions), players (audio and video streams) and applications for which advertising space is marketed. If a subscriber registers a site, it is required to measure all pages with editorial content. If it registers a player, it is required to measure all streams. If it registers an application, it is required to measure all pages of the application (as defined in point 2.1.5). A player linked to a site or app can only be measured if that site or app is also measured in the study.

New titles are placed in the Waiting Room during a period of verification of the Gemius script as well as compliance with all the required conditions (see 5.10). This verification period is set at 3 months.

At the end of this period, if the title is still in the Waiting Room, the title will be subject to the same billing rules as published titles. For more information on the applicable rates, visit our website: [Membership and CIM studies](#).

There are two situations of Waiting Room status:

A. Incorrect Gemius Tag

After 6 months in the Waiting Room, and after validation by the Technical Committee (TC), the publisher will be excluded from the study. This exclusion will apply to all the publisher's titles.

B. Gemius tag correct, but maintenance in Waiting Room decided by the publisher



If the tag is compliant (5.10) but the title remains in the Waiting Room, a forced publication will take place after 3 months of validation of the tag.

In the event of refusal of this publication by the publisher, the TC will decide on the measures to be taken.

At the request of the owner of the site, the Technical Committee Digitalization may accept the measurement of the site of a public television or radio station that is aimed at a general public and that is not authorized to advertise on its site by the public authorities.

1.3. The CIM studies are all controlled, within the CIM, by a Technical Commission representing the various poles of the CIM tripartite and guaranteeing the reliability of the studies conducted by the CIM. The regulations of the Technical Committees and their composition are available on the CIM website as well as the statutes and the general working method of the CIM.

1.4. These regulations are set by the Internet Technical Committee and approved by the Administrative Body of the CIM. They are subject to change during the course of the study.



2 The CIM Internet Traffic Study

2.1 Definitions

2.1.1 Site

A set of pages that can be viewed in a browser that form distinctive content presented in a uniform way, generating an audience

- whose URL contains, behind the protocol indication (e.g. http://) and before the first "/", the same domain name (e.g. "*www.nouvelles.be") and the same topdomain (.be, .com, .net, etc.) and/or,
- published by the same publisher in the same topdomain, with equivalent content and an equivalent subdomain name in another language, e.g. "www.nouvelles.be/" and "www.nieuws.be/", and/or,
- published by the same publisher, but for technical reasons under a different domain name, as long as the Technical Committee Digitalization has allowed it in writing after the analysis of the nature of the URL's, the "look and feel" and the content.

Immediate and automatic links to a set of pages (the "redirects") are by definition part of the same site.

The owner is free to choose whether equivalent sites in different languages are measured as forming a bilingual site or as separate sites.

2.1.2 Application

The name of the app in the CIM stores and publications must refer to the domain name/sections/programs of the site to which it is linked or to the publisher's brand (if there is no corresponding site).

If a publisher wishes to measure an application that does not meet these conditions, it must make a request to the Internet Technical Committee which decides whether the application will be included in the measurement or not.

A PWA (= Progressive Web App: a site that behaves like an app) is considered an app and must follow the rules for apps.



2.1.3 Player

The player is a part of a site or application that allows you to play video or audio streams.

2.1.4 Section

A part of a site or app with specific content, grouped together in the sitemap. The owner who wants sections to be published separately must measure the sections via different section tags.

2.1.5 Page

A specific combination of files that becomes visible in a site's URL or through an action in an app.

2.1.6 Page View

Loading the measurement script on the site or app page.

2.1.6.1 Page view: site

Only after the visitor has accepted the cookie policy, a new page request can be logged.

A new page request is identified each time that the URL of the page changes.

Photos and images seen in carousel photos may be identified as page views, provided that:

- Each new photo has a new URL;
- Photos are not loaded automatically, but only after an action by the visitor.

It is allowed to count a page view when a visitor opens a game (e.g. Sudoku or crossword) or a survey on a site, but any new pages generated by playing or answering the survey questions cannot be counted.

Scrolling within the same page can be identified as a page view if:

- The URL changes and;
- The content is loaded for the first time.

A new page view is also identified without changing the URL if:

- There is a user refresh of the page where;
- There is an autorefresh, only after 720 seconds (see point 5.5).



The display of the pop-up to ask for users' consent (CMP, see section 8.2.2) cannot count as a page view.

2.1.6.2 Page view: app

The following actions are considered a new page view:

- Opening the app
- A user refresh of the page
- Autorefresh after 720 seconds (see section 5.5)
- Opening a new article/product/research/program/...
- Opening a page with the results of a query
- Reactivating the application after the hold

Photos in photo galleries can be identified as pageviews as long as these photos are displayed after a visitor action (not if they load automatically).

It is allowed to count a page view when a visitor opens a game (e.g. Sudoku or crossword) or a survey on a site, but any new pages generated by playing or answering the survey questions cannot be counted.

The following actions are not considered a page view:

- Opening the menu
- Scroll within the same page
- Swipe without loading new content
- Opening an overview of articles (e.g. top 10 most read articles)
- Display of the pop-up to ask for users' consent (CMP, see section 8.2.2).

2.1.7 Video stream view

Loading the measurement script into a video that is played in a browser or in an application:

- provided that at least 50% of the pixels in the video are visible,
- whether in the current page, in a pop-up or in a pop-in,
- whether in autoplay or user initiated.

Both audible and non-audible videos are measured. It is possible that the distinction between the two will be included in the published results in the future.

Live streams can only generate a new stream view once per opening of the live page:

- When a user pauses the live stream without leaving the page, a new stream view cannot be counted.



- When a user leaves the live page or closes the app and reopens the live page, a new stream view can be counted.

All videos must be properly tagged according to the streaming documentation, so that content, self-promotion, and advertising can be distinguished.

A "self-promotion video" refers to a video that is shown for the sole purpose (or whose main purpose is) to promote the media content of the same media owner as the one that shows the self-promoting video.

- "Promotional" content in a self-promotional video aims to encourage people to watch programs, shows, movies, news, editorial and other content from a channel, platform or brand of the same media owner.
- The techniques used include compiling different fragments, supported by a voice-over, referring to the program as a whole, channel, platform, or brand.
- Showing a preview of previous episodes or a preview of subsequent episodes of the same content, embedded at the beginning or end of a full episode, is not considered self-promotion.

Only the results of the content will be available in the official reporting tool (eGemius). The results of self-promotion and advertising are not published but remain available in the raw results (Prism tool) for internal use only.

2.1.8 Audio stream view

Loading the measurement script into audio played in a browser or application:

- whether in the current page, in a pop-up or in a pop-in,
- whether in autoplay or user initiated.

2.1.9 Cookie Gemius – BrowserID

A small text file, which contains a unique number, the BrowserID, offered by a Gemius server for installation in the visitor's browser. If accepted, this cookie is returned by the visitor's browser each time a Gemius server is queried each time it is requested. This cookie thus makes it possible to anonymously link visits to several sites or several visits to the same browser.

2.1.10 Unique Visitor/Single Browser

A browser identified by a CIM Internet cookie. This definition is equivalent to the notion of a unique browser.



2.1.11 Visit

A series of page requests made by the same visitor on the same site or application without interruption of more than thirty (30) successive minutes. Since January 2025, visits are estimated for traffic without consent in eGemius.

2.1.12 Day

Period starting at Belgian time 00:00:00 and ending at Belgian time 23:59:59.

2.1.13 Week

Period starting on Monday and ending on the following Sunday.

2.1.14 Month

A calendar month.

2.1.15 Geolocation

Geolocation allows you to analyze the geographical origin of your visitors, thanks to their IP address.

Unidentified visitors are included under the category 'UNKNOWN'. In eGemius, the weight of regions in the socio-demographic data of the virtual population is also taken into account.

2.2 Tagging

2.2.1 CIM Tag for HTML5-Coded Sites and Applications

The CIM tag is used to measure sites, mobile versions of sites, applications developed in HTML5, and native applications loading pages in HTML5.

This is a JavaScript code that the subscriber uses to measure his site or section. This tag must appear on all pages of the subscriber's site.

The CIM will provide subscribers with technical documents for the implementation of the tag on their website and/or application.

2.2.2 CIM Tag for Native Applications

The code and "Software Development Kit" (SDK) that the subscriber receives from the CIM to enable the measurement of its applications in iOS, Android and Windows.

2.2.3 CIM Tag for Audio and Video Streams

This is the code that the subscriber receives from the CIM to allow the measurement of their audio and/or video streams and which must be integrated into the player that plays the streams.



2.2.4 Keyword

A keyword is the description of the content of a group of pages in a single word, for example:

- The name of a business group;
- The structure of a website or application if that site or application does not use any section tags.

The keyword is a free parameter that is included in the tag that allows you to add an additional level of granularity to the eGemius results.

2.3 Result groupings

2.3.1 Site Owner

Legal, total or partial, direct or indirect (via possible shareholdings) of a site or app.

2.3.2 Co-branding

Content provided by a content publisher to a "broadcaster." Typically, co-branded content is a section of the "publisher's" site or app. Typically, "the publisher" publishes this content with the publisher's brand acknowledgement.

2.3.3 Video syndication

Video content from a content publisher served on a third-party site or application.

2.3.4 Media Sales House

Intermediary marketing sites or applications from different publishers under the same grouping.

2.3.5 Thematic groups

Grouping of sites, applications or sections or media groups of the same publisher or marketed by the same advertising network and whose content is oriented around the same theme. The grouping is chosen by the publisher or by the advertising network.

2.3.6 Stage management/package group

A group of non-exclusive sites that are part of different advertising agencies, and grouped together within the same package.

2.3.7 Media

A grouping of own sites or applications owned by the same publisher.



2.3.8 Publisher

A grouping of sites, apps, or sections, which includes co-branded sections, with content provided by the same publisher.

2.4 Status of subscribing sites

2.4.1 Active Room

All of the subscribers' sites, applications, sections or players under study whose Internet CIM measurement has been checked and approved by the CIM. The checks imply that the site or application has been correctly tagged in its entirety, that traffic is stable and that the CIM logos and clauses are on the site or app. The results of the Active Room sites are published and accessible to all subscribers.

2.4.2 Waiting Room

All sites, applications, sections and players that are in a probationary period in the CIM Internet system in the event of a new subscription (1), in the event of a request from the publisher for significant changes to the site or app (2), or in the event of a sanction (3). Their CIM Internet data is not accessible to other subscribers, cannot be communicated to third parties, in particular in external communication, and cannot be used for commercial purposes. Nor are they included in the results of the audience study.

If a site or app is not published for a reason like (2) or (3), it will be republished after checking for the required adjustments. For methodological reasons, certain.es sites and apps (representing a significant proportion of the exclusive reach in the estimated total monthly reach) will be published around the first calendar day of the following month.

A limit of 3 months is imposed, in case the Gemius tag is validated by Gemius and the CIM, the node will be automatically published in the tools in situation (1) and (2) or deleted from the study (3).

2.5 How the Internet CIM Traffic Study Works

2.5.1 On the pages of the measured websites and applications there is a CIM Internet tag which, when the page is called up by a browser, requests a mini text file from the Gemius server.



As soon as the browser of the site or application accepts the identifiers of the CIM Internet study, Gemius sends a cookie to the browser. The next time the user visits, Gemius can assign the user's two visits to a single browser.

2.5.2 This technique allows:

- Distinguish and accurately count unique browsers using identifiers;
- Count page requests using the number of requests in the mini-text files;
- Calculate visits a posteriori.

2.5.3 Internet users must be able to visit sites and applications without participating in the Internet IMC study. The regulations on the protection of Internet user's privacy are described in Chapter 8.



3 The CIM Internet audience study

3.1 Objective

The second part of the CIM Internet study measures the net audience and determines the socio-demographic profile of visitors to sites, applications and sections.

3.2 Definitions

3.2.1 Cookie panel

The cookie panel is a sample of surfers who responded positively to an invitation to participate in the measurement of their traffic on the registered sites, who indicated their socio-demographic profile and declared their internet consumption. The study has three cookie panels that are linked to the survey distribution devices: Phone, PC and Tablet.

3.2.2 Surfer (Real User)

Person who has visited at least one website or application during the 28 days spent from Belgian territory. The number of surfers is obtained via the Real User algorithm including published traffic data and population data from the CIM Virtual Population. Surfers are limited to age groups as defined in the universe covered by the structural study and the cookie panel.

3.2.3 Constant panel

The Constant panel is a virtual representation of the Belgian population that allows the net audience to be calculated for each combination of sites, applications, tools and time periods. This final data forms the input for eGemius planning tools.

3.3 How Internet CIM Audience Research Works

3.3.1. Any CIM subscribing site that is included in the traffic measurement of the CIM Internet study automatically participates in the CIM Internet audience study provided that it meets the necessary technical conditions. This principle applies only to Belgian market.

Due to methodological limitations, this profile data is not available for Luxembourg sites.

3.3.2 Each subscriber participating in the CIM Internet traffic study is required to display on each of its sites the pop-up inviting surfers to register online for the panel used for the CIM Internet audience study.



3.3.3 This principle does not apply to sites whose target group is < 12 years old. Each subscriber may request that his site no longer display the pop-up. To this end, the subscriber will send the Technical Committee a reasoned request. The Technical Committee will decide whether the site can be blacklisted or not.

3.3.4 The results are published for all sites, applications, sections and players that are part of the CIM Internet study, subject to the following conditions:

- Sites, apps, sections, and players must have a minimum of 40 sightings (measured surfers) for the month measured;
- These nodes must be in good standing with the CIM.



4 Results

4.1 The results on the CIM website

4.1.1 The results of the CIM Internet study are available via the CIM website: [Results Belgium and Luxembourg](#). The frequency of publication of data is the same for Belgian and Luxembourg subscribers and may be modified by the Technical Commission.

4.1.2 The results are available for the individual sites and for the "Publisher", "Media", "Media Sales House" and "Régie pack" groupings, provided that the subscription and payment conditions are met.

4.1.3 All Belgian and Luxembourg subscribers have access with their password to the data tools (see points 4.2 and 4.3) and the planning files specifically for the Belgian market (see point 4.4).

4.2 Prism

4.2.1 Each subscriber receives access to the Prism online reporting tool. This software allows each subscriber to analyse the traffic on their own site(s). The full results are available in Prism 180 minutes after the data is collected. Any results visible earlier may not be complete.

4.2.2 As the results available in Prism are not filtered (no filter on the origin of traffic, autorefreshes, etc.), they can only be used for tagging control purposes. It is strictly forbidden to communicate traffic results from Prism to the outside.

4.3 eGemius

4.3.1 Each subscriber receives a password and a login for the eGemius tool. At around 2:30 p.m., this tool is updated with the traffic and audience results of the previous day for the sites, applications and players participating in the CIM Internet study.

eGemius allows you to analyze traffic data, the number of surfers as well as the socio-demographic profiles for all the sites, applications, sections and players that are part of the CIM Internet study.



4.3.2 Subscribers can use an API (Application Programming Interface) to analyze the results in eGemius. This API can be requested from the Permanent Structure.

4.4 Media planning files

4.5.1 Media planning files are issued to approved software providers. They consist of daily, weekly and monthly files with traffic and audience results for combinations of sites, targets, tools, type of content, etc. Daily files are available the next day from 2 p.m.

4.5.2 The official list of software suppliers can be consulted on the CIM website: [Software Providers](#).

4.5 Data in external communication

4.5.1 Correct sources

Only data that is available in public reports, in eGemius or in Media planning files, can be communicated externally. The data available in Prism is only intended for internal use.

4.5.2 Correct reference to sources

The use of a correct reference to sources is essential. When publishing data, it is mandatory that the reference to sources contains the following elements:

- Study CIM Internet
- Site, section or group e.g. CIM.be
- Period e.g. 1/7 – 31/7 2021
- Geographical origin e.g. Belgium (see section 4.6.3)
- Metrics e.g. Real users (see section 4.6.4)
- Target group e.g. 12+

4.5.3 Geographical origin of the data

It is mandatory to mention the geographical origin of the data when using the results of the CIM Internet traffic study and the audience study.

There are three possible options:

- Traffic from Belgian IP addresses. When using this data, it is mandatory to mention the term "Belgium" in the source statement;



- Traffic from foreign IP addresses. When using this data, it is mandatory to mention the term "foreign" in the source statement;
- Traffic from Belgian and foreign IP addresses. When using this data, it is mandatory to mention the term "Belgium + Foreign" in the source statement.

The profile data that is available in the CIM Internet audience study is only available for Belgian surfers.

4.5.4 Metrics

It is mandatory to mention the metrics that are used during each external communication. These are the metrics defined in the lists in points 2.1, 2.3 and 3.2 as well as all the metrics available in eGemius and in the official reports.



5 Launch procedure

5.1. An owner of a site, application or player is considered to have subscribed to the CIM Internet study:

- if he/she is a member of the CIM, or as soon as his/her application for membership of the CIM has been accepted by the Bureau of the CIM and the Administrative Body of the CIM;
- after sending its application for registration to the CIM Internet study as well as the rates applied for advertising on its site;
- and after payment of the subscription fees to the CIM Internet study.

5.2. Upon receipt of payment of the registration fee by the owner of the site, application or player and acceptance of these regulations, the CIM shall send him the instructions for the marking of the site or sections of the site. Only the Technical Commission Digitalization of the CIM decides, and may modify, the specifications of the marking instructions.

These instructions, as well as subsequent marking instructions, form an integral part of these Rules. The policyholder is required to comply with them.

Instructions include:

- a CIM Internet Tag to be placed on each page of the site;
- User assistance with the configuration and placement of CIM Tags.
- the CIM logo and the URL address of the hyperlink that must be linked to it;
- the CIM clause (see point 8.5) which must be placed on the site in an appropriate place (e.g. on the landing page, in the terms and conditions or in the site's Privacy Policy).

This list is not exhaustive.

5.3. There may only be one Internet CIM Tag per page.

5.4. In the case of a page consisting of several frames, only one element can be tagged. iFrames cannot therefore be tagged.

5.5. Marking pages with autorefresh is allowed as long as the autorefresh is longer than 720 seconds; autorefresh of less than 720 seconds will be automatically filtered from the official results by Gemius.



5.6. The use of dynamic web pages is permitted provided that the necessary adaptations are checked and validated by Gemius and the CIM.

5.7. The placement of measurement codes on a page without editorial content but containing only advertising messages is not permitted.

5.8. In addition, subscribing foreign sites that wish to know the profile of their Belgian visitors via the cookie panel of the CIM Internet study are obliged to install a filter on the website that will ensure that the Gemius script is only called when a Belgian IP address visits the site. These are sites that have a domain name ending in an extension other than ".be", such as sites with the extension ".fr", ".com" or ".org". The site remains in the Waiting Room as long as this filter is not correctly implemented.

This principle does not apply to Luxembourg sites, which must measure traffic on sites with a ".lu" extension.

5.9. To test the functioning of the CIM Tags and to check the installation, a maximum period of fifteen (15) working days must be allowed in the Waiting Room.

5.10. During this probationary period, the CIM will carry out certain checks. In order to proceed with the publication of the results, the site must meet the following three conditions:

- The traffic measured must be stable over a period of at least one week (7 days);
- The traffic measured must be comparable with that measured using the subscriber's internal tools;
- The site must display the logo, the text of the clause and the link to the CIM website (see point 5.2).

5.11. As soon as they register for the CIM Internet study, Belgian instructors can check the implementation of measurement codes on their sites, applications and players. To do this, the CIM will give access to Prism and eGemius to the company's contact person. These results are part of the probationary period and therefore cannot be communicated externally under any circumstances.



5.12. Every Friday, the CIM sends Gemius the list of sites and applications in Waiting and Active Room. For new sites and applications moving to Active Room, the first results of these are available in eGemius the following Wednesday.

5.13. Publishers who have registered applications in the measure are required to contact the Permanent Structure whenever their applications are updated.



6 Termination

6.1. A subscriber may at any time renounce his participation in the CIM Internet study by sending a registered letter addressed to the Director General of the CIM. The resigning subscriber must be in good standing with the association for the year in which he notifies his withdrawal.

6.2. The website or application undertakes, as soon as it sends its resignation, to immediately remove all Internet CIM Tags installed on the pages of the website or app.

6.3. A final statement can then be drawn up.

6.4. The resignation and withdrawal of the measure will only be effective after approval by the Administrative Body and payment of the sums due. A notification of resignation/withdrawal of the measure will be sent to the subscriber.



7 Rights and obligations regarding access and use

7.1. The data from the CIM Internet study and the publications of the CIM are the property of the latter. They are strictly confidential and reserved for the exclusive use of the subscribers participating in the financing of the CIM.

However, the Administrative Body may define specific modalities concerning the use and dissemination of the works and publications.

7.2. The distribution of logins and passwords for Prism and eGemius may only be communicated internally. Under no circumstances may these accesses be communicated to persons who are not members of the CIM, and/or who have not subscribed to the CIM Internet study.

7.3. It is the responsibility of the Technical Committee Digitalization of the CIM to submit to the CIM Administrative Body for approval the list of categories of members specifically addressed by the services, works and publications of its study.

7.4. The contact person of the company registered in the study may request from the Permanent Structure a username and password for each Prism and eGemius user within this company. The contact person indicates which users keep their login at the request of the Permanent Structure and informs it in the event of a change (entry or exit) at the level of a user. The logins of users who have been inactive for more than one year are automatically blocked unless otherwise indicated by the contact person.

7.5. Any communication that uses CIM Internet reports or calculations based on CIM Internet data will identify the source of the data.

7.6. The Prism tool is subject to a significant restriction on the use of data. In Prism, data for subscriber-specific sites is not filtered. It is therefore exclusively intended for the internal use of subscribers and may not be disclosed to third parties under any circumstances (see section 4.8).



8 Privacy

8.1. CIM declares that it has taken, jointly with Gemius, all necessary technical and organisational measures to ensure that the CIM Internet products provided to subscribers contain only anonymous or pseudonymised data (which does not allow any link to be established with any identified or identifiable person). All personal data is processed in accordance with (i) the applicable regulations on the protection of personal data, including the General Data Protection Regulation, and (ii) the personal data protection policy available on the website [Gemius Privacy](#).

8.2. The subscriber represents and warrants that it will comply with the applicable regulations on the protection of personal data, including the General Data Protection Regulation (GDPR). It undertakes to comply with all the requirements set by the CIM regarding the correct use of cookies, and other technologies, when measuring and processing users' personal data, in accordance with the GDPR.

8.2.1 The subscriber may only transmit the various cookies, and other identifiers as defined by the CIM, after the users have given their consent. If the user does not give their consent, it is forbidden to transmit identifiers. The consent given for a site or application is valid for the players hosted within this site or app.

For iOS apps, the subscriber must request consent from surfers twice: via their own consent management platform (for all identifiers used in the CIM Internet study) and via Apple's App Tracking Transparency¹ (for the use of IDFAs specifically).

8.2.2 In accordance with the GDPR, the subscriber must implement technology on its site or application to collect user consent, in the form of a consent management platform (CMP). Examples of CMP providers are Didomi, Sourcepoint, OneTrust, Usercentrics. The CMP chosen by the subscriber must meet the following conditions:

- Consent information must be communicated in a clear, complete and visible manner as soon as the user enters the site or app, including the identifiers and partners of the CIM Internet study (see tables 1 and 2);

¹ This requirement does not apply to apps that do not use IDFA for their own reasons.

- The user's consent must be explicitly requested as soon as they enter the site or app, where the action to withdraw consent is as easy as the action to accept consent. Silence or inactivity are not considered an indication of consent.
- The subscriber can group the identifiers used into categories to facilitate the visitor's choice when setting consent (e.g. statistical or marketing identifiers). In this case, these different categories cannot be checked or accepted by default, unless they are essential identifiers or a legitimate interest.
- This technology must allow the measurement script of the site, application or player to load in both scenarios (consent given or denied), and transmit the consent information to the script in accordance with the instructions provided by the CIM (see 8.2.3).

Table 1. Description of identifiers that can be used in the CIM Internet study.

Name	Type	Life span	Applies to PV and streams on	Applies to CIM Internet Be / Lux	Store & access information on this device	Measure content performance	Generate audience insights	Product development	GDPR Right to be forgotten
Gtest	Third party cookie	7 days	S I T E S + W	BE + LUX	x				
gstorage	Local storage	until deleted		BE + LUX	x	x	x	x	
gaddstorage	Local storage	until deleted		BE	x	x	x	x	
Gdyn	Third party cookie	13 months*		BE + LUX	x	x	x	x	
Gdynp	Partitioned Third party cookie	13 months*		BE + LUX	x	x	x	x	
__gfp_64b __gfp_s_64b	First party cookie	13 months*		BE + LUX	x	x	x	x	
__gfp_cache __gfp_s_cache	First party cookie	13 months*		BE + LUX	x	x	x	x	
GDPRFORGETTS	Third party cookie	5 years		BE + LUX					x
OPTOUT	Third party cookie	5 years		BE + LUX					x
GNSS	Third party cookie	5 years		BE + LUX	x				
__gfp_cap __gfp_s_cap	First party cookie	13 months		BE	x	x	x	x	
optout	First party cookie	2 years		BE					x
completed_	First party cookie	2 years		BE	x				
receive-cookie-deprecation	Partitioned Third party cookie	13 months*		BE + LUX	x				
IDFA	Device identifier		iOS APPS	BE + LUX	x	x	x	x	
VendorID	Vendor identifier		iOS APPS	BE + LUX	x	x	x	x	
AdvertisingID	Device identifier		ANDROID APPS	BE + LUX	x	x	x	x	
SetApp ID	Vendor identifier		ANDROID APPS	BE + LUX	x	x	x	x	
Gdyn	Third party cookie	13 months*	iOS & ANDROID APPS	BE + LUX	x	x	x	x	

*the countdown of the life span starts at the user's last visit to the web page

Table 2. Type, lifespan and purpose of identifiers that can be used in the CIM Internet study.

Name	Description
Gtest	Component of the BrowserID. 3rd party cookie that checks whether the user's browser has 3rd party cookies enabled.
gstorage	Component of the BrowserID. Local storage with a unique user ID that collects information about how the visitor uses the website.
gaddstorage	Component of the BrowserID. Local storage that contains information used to control for sending the survey.
Gdyn	Component of the BrowserID. 3rd party cookie with a unique user ID that collects information about how the visitor uses the website.
Gdynp	Cookie for testing purposes in case no 3rd party cookies are available. For browsers supporting CHIPS*, the cookie is partitioned; for other browsers, the cookie act as a 3rd party cookie. Collects information about how the visitor uses the website.
__gfp_64b __gfp_s_64b	Component of the BrowserID. 1st party cookie with a unique user ID that collects information about how the visitor uses the website.
GDPRFORGETTS	Assigned to users to fulfill privacy rights. 1st party cookie that contains information of the user's refusal to participate in the cookie panel survey.
optout	Assigned to users to fulfill privacy rights. 1st party cookie that contains information of the user's refusal to participate in the cookie panel survey.
OPTOUT	Assigned to users to fulfill privacy rights. 3rd party cookie that contains information of the user's refusal to participate in research conducted by Gemius.
GNSS	Assigned to users when their browser does not support SameSite=None cookie attribute (browser based on Chromium 51-66), to prevent the cookies for being set.
__gfp_cap __gfp_s_cap	Stores the caping value for the FPC survey emission (= how many times the survey has been displayed). The cap for the FPC survey is set at one emission attempt per cookie.
__gfp_cache __gfp_s_cache	Stores the 1st party identifiers to which the ID is linked in the frame to optimize the assignment of identifiers within a domain.
completed_*	Used to close the survey when it has already been completed by the user.* in name represents survey id.
receive-cookie-deprecation	Cookie for testing the disabling of TPC on Chrome.
IDFA	Identifier for Advertisers. A unique device identifier in iOS app versions that may be passed to Gemius to assign the user's app activity to that specific app.
VendorID	Identifier for Vendors. A unique identifier of a single vendor for that specific app and that specific device in iOS app versions that may be passed to Gemius to assign the user's app activity to that specific app.
App Set ID	Android identifier. A unique device identifier in Android app versions that may be passed to Gemius to assign the user's app activity to that specific app.
AdvertisingID	Advertising identifier. A unique user identifier assigned to a mobile device for that may be send to Gemius to assign the user's app activity to that specific app.

*more about CHIPS: <https://developer.chrome.com/docs/privacy-sandbox/chips/>

8.2.3 The subscriber must apply the tagging instructions necessary to ensure that the measurement script of the app, site or player respects the value of the consent given by the user in the CMP. The instructions to be applied are grouped into three scenarios:

1. WebView sites and apps² whose CMP uses the IAB TCF 1 or 2 framework.
2. WebView sites and apps whose CMP does not use the IAB TCF 1 or 2 framework.
3. Native iOS apps and native Android apps.

Table 3 shows for each scenario the description of the parameters and values that must be applied in case of consent and in case of non-consent.

Table 3. Overview of consent parameters and values.

Scenario		IDENTIFIERS	PARAMETERS & OTHER SETTINGS	VALUES IF CONSENT IS GIVEN	VALUES IF CONSENT IS REFUSED
1	Sites (& WebView apps) with CMP using IAB TCF 1 or 2	cookies	gemius_use_cmp = true gemius_cmp_timeout = Infinity gemius_cmp_purposes = {2:[1,8,9,10]}	automatically set by CMP	automatically set by CMP
2	Sites (& WebView apps) with other CMP		pp_gemius_consent	pp_gemius_consent = true	pp_gemius_consent = false
3	iOS Apps	cookies + IDFA + IDFV	cookiesAllowed (Swift) setCookiesAllowed (Objective-C)	cookiesAllowed = true setCookiesAllowed = yes	cookiesAllowed = false setCookiesAllowed = no
		IDFA	AppTrackingTransparency (ATS)	set by ATS	set by ATS
	Android Apps	cookies + AdvertisingID + AppSet ID	setUserTrackingEnabled	setUserTrackingEnabled = true	setUserTrackingEnabled = FALSE

² WebView apps are apps that use a built-in browser to display web content.



For players, the instructions for respecting consent apply depending on the type of site or application in which the player is located:

- If the player is on a site, simply place the player script after the site script in the code order and the consent settings in the site script also apply to the player. If this is not technically possible (e.g. if the player is placed in a frame that cannot be moved in the code), the subscriber must add these parameters directly to the player script (see scenarios 1 and 2 above).
- If the player is in a native app, consent is automatically honored for stream measurement as soon as consent methods have been added in the SDK (see scenario 3 above).
- If the player is in a WebView application, the subscriber must apply the instructions for players in the sites. The subscriber must also apply the instructions for native apps so that the credentials passed in the UserAgent (Vendor ID and Device ID) are not transmitted in the event of a refusal of consent.

8.2.4. The subscriber is solely responsible for its data protection policy and all corresponding information obligations towards the user. As such, it is required to include in its privacy disclaimer all clauses allowing the measurement by the CIM Internet study, and the processing of personal data within the framework of the CIM Internet study, in accordance with the applicable regulations.

For the sites and apps in the CIM Internet study, the subscriber's privacy disclaimer must contain at least the following elements and information:

- The explicit mention of Gemius and the CIM as co-responsible for the identifiers used in the CIM Internet study.
- A link to its data protection policy, including their purposes, lifespan and characteristics as defined in tables 2 and 3.
- For the sites, a link to the Privacy Policy of Gemius ([Gemius Privacy Policy](#)) and to the Gemius privacy tool ([Gemius Privacy tool](#)) in French (an explanation of how Internet users can exercise their rights in terms of GDPR).
- For apps, information on data processing, explaining how users can exercise their rights under the GDPR.



The subscriber may include these elements in its Privacy Disclaimer. They are also included in the CIM Privacy Disclaimer, the [CIM Privacy Disclaimer](#), to which the CIM Internet logo redirects (see 8.5).

8.2.5. The subscriber undertakes to implement, in accordance with the terms and conditions approved by the Technical Commission, any modification communicated by the CIM regarding:

- the use and characteristics of identifiers,
- the list of partners,
- the confidentiality disclaimer,
- how users give their consent to the measurement and processing of their personal data,
- the use of parameters in the measurement script to respect consent during data processing.

8.3. The subscriber undertakes not to cross, or attempt to cross, in any way or at any time, data from the CIM Internet study or derived products with personal data in his possession. Such a practice is contrary to the General Data Protection Regulation of May 2018 and is therefore illegal.

8.4. The subscriber accepts and acknowledges that the CIM cannot be held liable under any circumstances for the use by the subscriber (or any third party to whom the subscriber has transmitted data) of the data, or parts of data, from the CIM Internet study, if such use infringes the applicable regulations, in particular the General Data Protection Regulation.

8.5. The subscriber undertakes to place the CIM Internet logo in colour or black and white at all times on the home page of his website. This CIM Internet logo must contain a hypertext link to the [CIM Privacy Disclaimer](#) with the following CIM clause:

 *Each site bearing the CIM Internet logo collects statistics using cookies and other identifiers (hereinafter all referred to as cookies) about its visitors who have given their consent. This data allows us to understand how you use our website but does not allow us to identify you in any way. The study is carried out by [Gemius](#), in collaboration with the CIM. You can consult results and other information related to the study on the [site](#) of the CIM.*



The general privacy and cookie policy of the sites and applications that participate in this CIM Internet study can be found directly on the website or in the application.

Below is the privacy and cookie policy that applies to the CIM Internet measurement of all participating sites and apps.

Sites, apps and players are measured with cookies. These cookies are only used if you have given your consent as a visitor. On your first visit, you will have the choice whether or not to allow the use of these cookies for statistical purposes. Your choice is voluntary and you can change it at any time. Without consent for statistical research, the site or app cannot improve its offers and services on the basis of research.

Other websites also participate in the CIM Internet study by means of Gemius cookies. When visiting a site, you may notice files, such as scripts and cookies, from these other websites. If you do not consent to the use of Gemius cookies on this site, your browser may still contain third-party cookies from Gemius that you have accepted on another site. If you do not wish to participate in the CIM Internet study in any way, you can deactivate all third-party cookies from Gemius by changing your browser settings or - if your browser does not allow third-party cookies - by indicating your preference via this [link](#).

We support your rights to the protection of personal data in accordance with applicable law. You have the right to request, access, rectify, erase your personal data and to restrict or object to its processing, or its use for automated choice processes (profiling).

Visitors to the Sites may exercise these rights through the [Gemius Privacy Tool](#).

App users can exercise these rights by changing the settings in the app, reinstalling the app, or restoring your device to factory settings. In specific cases (for example, your device is not using Google Services or your device is running Android 8 or lower), you can contact the Privacy Contact.

For any questions or complaints, you can contact the following point of contact: by email at privacy@cim.be or by letter to the CIM, Boulevard Reyers 80, 1030 Brussels, Belgium.



The data collected for the CIM Internet study are retained for 3 years. A limited selection of representative data is retained for longer than 3 years under strict security conditions. Further information about Gemius, its privacy policy and the tools available to exercise your rights can be found on [Privacy Policy Gemius](#) page.

You may incorporate elements of this Privacy Disclaimer into your own Disclaimer.

In your Privacy Disclaimer, you can also redirect to the [CIM Privacy Disclaimer](#).

The subscriber is responsible for the technical integration of the logo and the hyperlink.

8.6. The CIM Internet logo may only be placed on participating sites and only during the period that the site participates in the CIM Internet study.

8.7. In the event of non-compliance by a subscriber with the clauses of this Chapter 8, the CIM reserves the right to exclude the subscriber from all services related to the CIM Internet study, without prejudice to the CIM's right to claim damages if necessary. The exclusion of the CIM Internet study will be decided by the Administrative Body on the proposal of the Technical Committee Digitalization, in accordance with Article 10 of the Internal Regulations.

9 CIM Control

9.1. Each subscriber accepts the possibility of a control of the website, app, player or use of CIM Internet data by the CIM or its agent. Each subscriber undertakes to make every effort to facilitate such control.

9.2. The CIM regularly carries out checks on various sites and applications.

10 Disputes and fraud

10.1. Any dispute shall be settled in the last instance by the Technical Committee Digitalization of the CIM after hearing the parties concerned, provided that such hearing is not practically impossible or incompatible with the urgency of the situation. The data collected by the CIM Internet study will be kept by Gemius for the duration of the contract. The monthly reports published will be kept by the CIM.

10.2. In the event of fraud, breach, falsification of declarations or documents, non-compliance with the articles on the Protection of Privacy or any other breach of these Rules, the subscriber, as for breaches of Article 3 (Code of Conduct) and Article 8 (Data



Confidentiality) of the Internal Regulations, may be sanctioned by the sanction provided for in Article 10 of the Internal Regulations.

10.3. By way of illustration, some examples of infringements of these rules:

- double tagging of pages;
- Tagging sites, apps, or sections that don't belong to the domain for which the tag was created.
- Tagging autorefresh pages under 720 seconds
- Refusal to place the language parameter in the Internet CIM tag or to correct it if the language parameter is wrong for a significant part of the site or application.
- tagging pages without editorial content;
- the refusal of a site with an extension other than ".be" to restrict the Gemius script to browsers with a Belgian IP address;
- failure to comply with the probationary period during which it is forbidden to communicate the results;
- tagging self-promotional content or advertisements as editorial content;
- the absence of a CMP and/or the use of a measurement script that has not been adapted in accordance with the instructions to respect the consent of the users;
- commercial communication on non-marketable data (such as players in media groups).

This list is not exhaustive.

10.4. In addition, the Permanent Structure may place a site, application or player in a Waiting Room:

- In the event of misuse, non-compliance with the rules of the CIM Internet study and failure to make the necessary corrections within five (5) calendar days of the first notification by the Permanent Structure. The Permanent Structure lifts the sanction as soon as the necessary corrections have been made.
- In the event of an error that creates an artificial increase in traffic measurement. By setting up the Waiting Room, the official data is automatically no longer accessible to other subscribers in eGemius. The data in Prism will continue to be available to the subscriber of the project in question. This data can therefore no longer be used for commercial purposes.
- In the event of unauthorized distribution of the login and the associated password. The Waiting Room will then be placed in the waiting room pending a decision to suspend for six (6) months or a permanent suspension.

The Technical Committee Digitalization of the CIM will be informed of this sanction. The owner of the site has the right to contest this sanction before the Technical Commission Digitalization, which will decide at its next monthly meeting.



11 Special clauses

11.1. The measurement of Internet traffic by CIM Internet products is not frozen in time and may be subject to development or change, in particular due to the evolution of Internet technology or changes in Internet user behaviour. Subscribers are required to follow the requested marking adaptations, unless technically impossible accepted by the CIM Technical Committee Digitalization.

11.2. The deadlines set out in these regulations are given as an indication. The CIM cannot be held liable for failure to comply with these deadlines, whether or not it is attributable to it.

11.3. The CIM reserves the right to suspend or exclude from the measure any site that directly or indirectly contains content of a racist, xenophobic, paedophile or pornographic nature, and in general that contains content that is contrary to public order or morality, without prejudice to the CIM's right to obtain compensation for any damage suffered. The exclusion is pronounced by the CIM's Administrative Body in accordance with Article 8 of the CIM's statutes.

11.4. The CIM is bound by an obligation of means.

11.5. If the Technical Committee considers that a mistake in the data must be corrected and that a specific subscriber is responsible for this fault, that subscriber shall bear all possible costs of correcting this fault.