Cookie Policy

Valid from 17 November 2026

This document is a translation of a document written in French. Only the French version of this document is legally binding. This English version is provided for convenience and for information only.

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This policy explains which trackers the optimistra.com site places on your device, why, and how you stay in control of them.

Our online training platform, app.optimistra.com, where our courses are followed, where appointments are booked and where some of our courses are ordered, has its own section at the end of this document.

The word ‘cookie’ is used here in a broad sense: it also covers the browser’s local storage, which plays the same role and belongs to you in the same way. Each table states which one is involved.

Nothing is placed before you consent

Until you have responded to the banner, no measurement or marketing tool is loaded. Not merely inactive: not loaded at all. No cookie is placed.

We have checked this on the live site: on a first visit, before any click, the browser holds no cookie from this site.

There are two exceptions, which we prefer to name rather than pass over in silence.

The language selector is loaded as soon as the page opens, because it is a function of the site and not a measurement tool. It places nothing until you choose a language.

The thumbnails of our testimonial videos are images hosted by YouTube, and they are displayed with the page. Your browser therefore requests them from a Google server, which in doing so learns your IP address and the page you are viewing. No cookie is placed, and no video loads until you click on it. This is the only request that goes to Google without your consent, and we prefer to put it in writing rather than keep quiet about it.

What works without your consent

These items are essential for the site to work. They are not used for any measurement and are not passed on to anyone.

- consentement-v2 — Purpose : Remembers your choice about cookies, category by category · Type : Local storage · Duration : No technical duration; after six months, we ask you again · Placed by : The site
- selected_currency — Purpose : Remembers the currency you chose for displaying prices · Type : Local storage · Duration : No technical duration; remains until the browser is cleared · Placed by : The site
- exchange_rates_cache_v2 — Purpose : Keeps the displayed exchange rates in memory, so as not to request them again on every page · Type : Local storage · Duration : No technical duration; the site renews it after one hour · Placed by : The site
- __stripe_mid — Purpose : Secures payment and prevents fraud, only on the payment pages · Type : Cookie · Duration : 1 year · Placed by : Stripe

Audience measurement, with your consent

These tools tell us which pages are read and which are not. They do not tell us who you are.

- _ga — Purpose : Identifies your browser in order to count visits · Type : Cookie · Duration : 400 days (about 13 months) · Placed by : Google Analytics
- _ga_PP3RDPXR9H — Purpose : Identifies your visit session, specific to this site · Type : Cookie · Duration : 400 days (about 13 months) · Placed by : Google Analytics
- zpsCookieMeta — Purpose : Links the pages you view to the same visit · Type : Cookie · Duration : 400 days (about 13 months) · Placed by : Zoho PageSense
- zps-tgr-dts — Purpose : Remembers which page variants you have been shown · Type : Cookie · Duration : 1 year · Placed by : Zoho PageSense
- zabUserId, zabHMBucket — Purpose : Place you in a comparison group, to measure which version of a page works best · Type : Cookie · Duration : 1 year · Placed by : Zoho PageSense
- zft-sdc — Purpose : Remembers the route by which you arrived on the site · Type : Cookie · Duration : 1 day · Placed by : Zoho PageSense
- zsc… (followed by an identifier) — Purpose : Technical identifier of the measurement session · Type : Cookie · Duration : Session · Placed by : Zoho PageSense
- zps-ft-details, zps-ft-pghitType-details — Purpose : Details of the route taken during the current visit · Type : Local storage · Duration : No technical duration · Placed by : Zoho PageSense

Metricool also measures the site’s audience. It does not place any cookie on your device.

Marketing and customer relations, with your consent

- affiliate_code — Purpose : Remembers the partner who referred you to this site, so as to credit them if you register. It does not leave the site · Type : Cookie · Duration : 90 days (about 3 months) · Placed by : The site
- v2_contact_session…, v2_history…, v2_session_history…, v3_first_session_event… — Purpose : Make the chat window work and remember the thread of your exchanges with us · Type : Local storage · Duration : No technical duration · Placed by : GoHighLevel
- lead-connecter-text-widget-input-values — Purpose : Remembers what you have started to type in the chat window, so that you do not have to type it again · Type : Local storage · Duration : No technical duration · Placed by : GoHighLevel

We do not currently use any advertising network on this site: neither Google Ads nor Meta. If this were to change, this policy would be updated before any tag was placed.

Translation of the site

The language selector is a function of the site and remains available whatever your choice about cookies. It places a cookie only if you actually choose a language: your action is your consent.

The translation is automatic and is not binding on Michel Wozniak Sàrl. In the event of a discrepancy between two languages, the French version prevails, including for contractual documents.

How to change your mind

The ‘Manage my cookies’ link, at the bottom of every page, reopens the choice panel at any time. Withdrawing consent there is as simple as giving it.

Your choice is kept for six months, after which you are asked again.

You can also refuse all cookies by configuring your browser.

The online training platform

The app.optimistra.com platform is the platform for our courses: you follow your courses there, book appointments there, and some courses are ordered there. It loads no audience measurement tool, no advertising pixel and no tag manager. What it places on your device is used to make it work, to protect your account or to remember your settings. Nothing is passed on to a third party to track you, and these trackers therefore do not require your consent.

- sessionId — Purpose : Keeps you logged in after you enter the code received by email · Type : Cookie · Duration : 7 days · Placed by : The platform
- appareil — Purpose : Device identifier, a randomly drawn value: nothing is read from your device to create it. It is used to track your course and limits an account to two devices logged in at the same time. It is placed only once you are logged in · Type : Cookie · Duration : 400 days (about 13 months) · Placed by : The platform
- sidebar_state — Purpose : Remembers whether the side menu is open or collapsed · Type : Cookie · Duration : 7 days · Placed by : The platform
- language — Purpose : Remembers the language of the interface · Type : Local storage · Duration : No technical duration; remains until the browser is cleared · Placed by : The platform
- optimistra-theme — Purpose : Remembers the light or dark theme · Type : Local storage · Duration : No technical duration; remains until the browser is cleared · Placed by : The platform
- optimistra.sidebar.width — Purpose : Remembers the width chosen for the side menu · Type : Local storage · Duration : No technical duration; remains until the browser is cleared · Placed by : The platform
- practiceSlots_timezone — Purpose : Remembers the time zone chosen for practice slots · Type : Local storage · Duration : No technical duration; remains until the browser is cleared · Placed by : The platform
- televersement:… — Purpose : Allows an interrupted upload of a testimonial video to be resumed · Type : Local storage · Duration : Cleared at the end of the upload · Placed by : The platform
- room-curve:recall:…, brain-dump:mots:…, map-grid:draft:…, map-grid:recap:… — Purpose : Keep the words and drafts entered during a room game · Type : Local storage · Duration : Removed or replaced at the next round · Placed by : The platform
- pendingOtpEmail — Purpose : Keeps the address entered between requesting the login code and entering it · Type : Session storage · Duration : Cleared when the tab is closed · Placed by : The platform

- optimistra.retour-apres-connexion — Purpose : Reopens the course page you were viewing, once you are logged in · Type : Session storage · Duration : Cleared when the tab is closed · Placed by : The platform
- optimistra.reprise-apres-deploiement — Purpose : Remembers the time of the last automatic reload: after an update of the platform, a tab left open reloads only once, never in a loop · Type : Session storage · Duration : Cleared when the tab is closed · Placed by : The platform
- paiements.attente — Purpose : Keeps the internal references of the order and of the instalment being paid, in order to confirm your payment when you return from the Stripe payment page · Type : Session storage · Duration : Removed as soon as you return; otherwise cleared when the tab is closed · Placed by : The platform
- optimistra:reading-lab, optimistra:reading-lab-claim — Purpose : Remember your participation in a reading game room joined without an account, then link it to your account · Type : Session storage · Duration : Cleared when the tab is closed · Placed by : The platform

For a payment, the platform redirects you to the Stripe payment page. This page belongs to Stripe, which places its own security cookies there, as on the site's payment pages (see above).

The videos of the lessons and resources of your courses are streamed by Vimeo. The player is loaded in 'do not track' mode: Vimeo does not measure your viewing there and places no tracking cookie. Its content delivery network, Cloudflare, places only security cookies, which protect its servers against bots. We have recorded them ourselves on a player loaded in this mode.

- __cf_bm — Purpose : Distinguishes a visitor from a bot, to protect Vimeo's servers · Type : Cookie · Duration : 30 minutes · Placed by : Vimeo, via Cloudflare
- cf_clearance — Purpose : Remembers that a security check has been passed · Type : Cookie · Duration : 1 year · Placed by : Vimeo, via Cloudflare
- __cf_ob — Purpose : Technical cookie of Vimeo's content delivery network · Type : Cookie · Duration : Session · Placed by : Vimeo, via Cloudflare

When a lesson contains a YouTube video, it is embedded in cookieless mode: your browser contacts a Google server, which learns your IP address, but YouTube does not place any tracking cookie until you start the video.

You can delete these trackers from your browser settings. Deleting the login cookie logs you out; you will simply need to enter a new code.

Write to us

Michel Wozniak Sàrl, Martigny, Valais, Suisse.