

COOKIE POLICY

1. GENERAL.

Hmmm, cookies!

We – Pubmarket NV – use cookies on our website www.pubmarket.be. All data we collect from these cookies are anonymous and only used to understand the visitor experience on the website to be able to improve the performance and the user-friendliness of the website.

Always up to date.

We have the right to change this cookie policy and publish a new version on the website. Check the website regularly to stay up to date on any changes. As soon as a new cookie policy is introduced, you will again be asked for your permission for the use of cookies.

The text below explains what cookies are and for what we use them on our website.

2. WHAT IS A COOKIE?

A cookie is not just delicious. It is also a small text file that is sent from a website and saved on the hard disk of the visitor while he or she visits the website. When he or she then visits on the same website in the future, the data that are saved in the cookie can be collected by the website.

Cookies were designed as a reliable mechanism for websites to record the status of the website or a visitor's past activity. They help us to optimise your visit to the website, to save technical options (for example a language choice) and display more relevant services and offers. We then create the ideal online experience for you!

This website uses different types of cookies.

- **Session cookies.**
These cookies remember certain options and changes you make on the website so a better, more personalised surfing experience is provided. The information that these cookies collect is anonymously saved and these types of cookies do not outlast the user session.
- **Permanent cookies.**
These cookies can outlast user sessions. This is done to save essential information (such as how the user initially arrived on the website). This is why they are also called tracking cookies. For example, when you have selected the required language, the website will include your preference in a permanent cookie and save it in your browser. When you again visit the website, the website will use the permanent cookie to make sure that the content is shown in the language you require.
- **Third Party cookies.**
Performance cookies from third parties can help to improve the performance of the

website and provide a better user experience. We use Google Analytics, a popular web analysis service offered by Google Inc. Google Analytics uses cookies to help us analyse how users use the website. It registers the number of visitors and gives us information about overall visitor behaviour such as the typical duration of a visit to the website or the average number of pages that a user views.

To support our communication we use social media such as Facebook, LinkedIn, Instagram, etc. We also use the sharing options on social networks. The channels we use can contain cookies from these websites. We have no control over these cookies. Would you like more information about these cookies? See the relevant websites of these social networks.

3. LIST OF COOKIES THAT THE WEBSITE USES.

A look in the cookie tin.

The table below shows a summary of the cookies we use and what data they save.

Cookie	Purpose cookie	Duration
Session cookie	Saves session information.	Until closing the browser
Has-JS	Checks if JavaScript is on or off.	Until closing the browser
Cookie Agreed cookie	Checks if the cookie policy has been approved.	2 weeks
AddThis Social Sharing cookie	Allows the visitor to share content.	1 year
Google Analytics (*)	We use Google Analytics to assess the effectiveness of our marketing campaigns.	2 years

(*) info about Google Analytics cookies with changes by Google reserved.

4. SWITCHING COOKIES OFF.

Do you want to view the website? We recommend that you switch cookies on.

Would you prefer not to use cookies? You can always decide to not switch them on. You can then configure your browser so cookies are not accepted. Remember that when you switch cookies off, you may no longer have access to certain functions on our website and/or this can have consequences for the working of the website.

In your browser, you can select a setting that shows a message when a website installs a cookie on your computer. You can then decide to accept the cookie or block it. You can also choose to block all cookies. Because there are different browsers that work in different ways, check the 'Help' menu to find the settings of your browser.

5. CONTACT DETAILS PUBMARKET NV.

Do you have any questions or remarks? Send a mail to gdpr@pubmarket.be.

Laatste update: 09/05/2018