

## COOKIE POLICY MSO GROUP

### WHAT ARE COOKIES?

A cookie is a tiny, simple text file that is placed on your PC, tablet, or mobile phone via our websites when you visit these. The website instructs the web browser you view websites with (such as Internet Explorer, Google Chrome, or Firefox) to place these cookies. In the following the cookies we place are described, as well as the third-party cookies that are made use of.

### FUNCTIONAL COOKIES

Functional cookies are required for the functioning of the website. Without these cookies, certain components cannot be used.

### EMBEDDED CONTENT

The use of content that is hosted on different websites and is disclosed on our websites may be involved. An example would be YouTube or Vimeo videos. It may be that these services make use of cookies. You can find out what they do with the cookies and personal data in the cookie and/or privacy policy of the relevant service. We do not have any control over this. On our websites, embedded content hosted on the following websites may be made use of:

- Vimeo: [https://vimeo.com/cookie\\_list](https://vimeo.com/cookie_list)
- Google / YouTube: <https://policies.google.com/technologies/cookies>

### ANALYTICAL COOKIES

Analytical cookies gather data and statistics (largely anonymously) to understand how visitors use our websites, so we are able to improve the websites and our provision of services.

### GOOGLE ANALYTICS

Via Google Analytics, [anonymised] data on visitors' behaviour are collected on this website. This allows us to see how visitors navigate through the website. We use this information to make decisions on the layout of our website. We also use it to optimise the functioning of the website. In order to enable diligent processing, we have taken the following measures:

- We have concluded a processor agreement with Google;
- We have masked the final octet of the IP address in case you have indicated you do not want to have cookies installed;
- We have turned off all options offered by Google to 'share data with Google';
- We do not make use of other Google services in combination with the Google Analytics cookies.
- You do not want your visitor behaviour to be tracked? In that case, you can download a plug-in from Google that prevents this and is available for Microsoft Internet Explorer 11, Google Chrome, Mozilla Firefox, Apple Safari, and Opera. This setting will then apply for all websites you visit, so not only for this website. → <https://tools.google.com/dlpage/gaoptout?hl=nl>

### ANALYTICAL COOKIES ON THE WEBSITE

Name	Placed by	Expires after	Purpose
_ga	Google Analytics	2 years	Registers a unique ID that is used to generate statistical data on how visitors use the website.
_gid	Google Analytics	Termination of session	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gat	Google Analytics	Termination of session	Used by Google Analytics to slow down request speed.

### TRACKING COOKIES

Tracking cookies are used to follow visitors, so that, e.g., ads that are displayed may be more relevant for the individual visitor. As a result, these ads will become more valuable, both for the visitor and for the advertiser.

### TRACKING COOKIES ON THE WEBSITE

Name	Placed by	Expires after	Purpose
NID	Google Analytics	6 months	Registers a unique ID that identifies the device of a returning user. The ID is used for targeted advertising.
ads/ga-audiences	Google Analytics	Termination of session	Used by Google AdWords to reengage with visitors who can convert into customers on the basis of the on-line conduct of the visitor on various websites.
collect	Google Analytics	Termination of session	Used to forward information to Google Analytics on the device and the behaviour of the visitor. Traces the visitor on various devices and marketing channels.

### COOKIE BANNER

A cookie banner is a pop-up on our websites that informs you as a visitor that we make use of cookies. Our cookie banner, however, is not merely a statement to you regarding cookies. It is a pop-up on which you can indicate your consent and preferences regarding the use of cookies on our website.

### CHANGES COOKIE STATEMENT

Our cookie statement may change from time to time if there are grounds for this. If a change is made to cookies for which permission is required, we always ask for your consent again.

### REMOVAL OF COOKIES

You can remove cookies that were placed via the settings of your browser. This is also where you can reject the placement of new cookies. Where this function is located exactly varies per browser:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Internet Explorer](#)
- [Safari \(iOS\)](#)
- [Safari \(macOS\)](#)

#### **QUESTIONS AND CONTACT**

You can find more information about the protection of personal data and your rights in our privacy statement.