

# COOKIE STATEMENT

BRANDED PERSONALITIES  
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## 1. MAPPING YOUR VISIT OF OUR WEBSITE

### A. Cookies

- i. A cookie is a small text file that is stored by the browser of your computer, tablet or smartphone when you first visit this website.
- ii. Branded Personalities uses different types of cookies:
  - a. Functional cookies: These are cookies with a purely technical functionality. These ensure that the website works properly, so that it can, for example, remember your preferred settings. Using these, we can also optimize our website and the services through our website.
  - b. Analytic cookies by third parties: These cookies can keep track of your online behaviour. These cookies are used by Google Analytics.
  - c. Tracking cookies: These cookies are placed by an external party. By reading these cookies the advertiser recognizes you when you visit a site in which he is also involved. If you continue browsing, personalized ads can be shown. These cookies can also keep track of your online behaviour, which may result in a very specific profile being built by these parties. This profile can be so detailed that it is considered personal data.

### B. Cookie notification and what to do when you don't like cookies

- i. Your cookie settings were set by you on your first visit to our website. All non-functional cookies can be denied per category. Placement of cookies, other than functional or anonymous analytical cookies, takes place only after an active action by you as a visitor. You can change your settings at any time via our website

## 2. COOKIE OVERVIEW

### A. Cookie name, cookie type, cookie function and the retention period

- i. The different types of cookies that the Branded Personalities website uses are shown in the table below.
- ii. On brandedu.nl, there are a total of 15 different cookies. The following cookies are placed on the visitor's hard drive when you visit the Branded Personalities website:

### B. Cookie table

Name	Type(s)	Cookies	Duration
Cloudflare	Functional	__cfduid	1 months
Facebook	Tracking	_fbp fr	3 months 3 months
Google Analytics	Analytical	_ga _gat _gid	2 years End of session 23 hours
Google uses these cookies to give an impression about the website visitors. They collect different statistics for improving the website.			
Google Analytics (anon.)	Analytical (anonymous)	_gat	End of session
Hotjar	Functional, Analytical, Tracking	_hjid _hjIncludedInSample	51 weeks End of session
LinkedIn	Functional, Analytical, Tracking	bcookie bscookie lang lidc UserMatchHistory	2 years 2 years End of session 23 hours 1 months
These cookies are set by LinkedIn and store which pages the user visits. Also, the cookies ensure that the visitor has the possibility to share information via LinkedIn.			
Praivacy	Functional	PraivacyAudit	1 years

### 3. GOOGLE ANALYTICS

#### A. Google

- i. Through our website cookies are placed by a little company called Google. These cookies are part of the "Analytics" service. We use this service to investigate how you as a visitor use our website. Google makes insightful reports about this for us.
- ii. Google may provide this information to third parties if Google is legally obliged to do so, or if third parties process the information on behalf of Google. Branded Personalities has no influence on this.

#### B. Privacy settings

- i. By means of this cookie statement we inform you about the use of this type of cookie.
- ii. Branded Personalities has concluded a processor agreement with Google.
- iii. The information that Google collects is anonymized as much as possible. We used IP-masking, so that your location is not traceable.
- iv. We prohibited Google to use the gathered data for other products and services by Google companies (like e.g. AdWords and DoubleClick)

### 4. THIRD PARTIES' WEBSITES AND AMENDMENTS

#### This privacy and cookie statement does not apply

- i. To websites of third parties that are linked to on our website. It is not possible for Branded Personalities to guarantee that these third parties handle your personal data in a reliable and secure manner. However, Branded Personalities is committed to ensuring the same level of security of your data.
- ii. Always consult these websites' privacy statement before using these websites.
- iii. This cookie statement is subject to change. When it is changed, you will be asked again to give permission to place the modified cookies. The current version of this cookie statement is 20191114.

### 5. ACCESSING, ADJUSTING OR DELETING YOUR DATA

#### A. Your rights

- i. You have the right to
  - a. access your personal data,
  - b. request an adjustment of your data
  - c. request that less of your data be processed by us,
  - d. apply for the removal of your data,
  - e. have your data transferred to someone else and
  - f. file a complaint as described in article 6.
- ii. If you have any questions or comments about the way Branded Personalities processes your data, please send them to [nancy@brandedpersonalities.com](mailto:nancy@brandedpersonalities.com).
- iii. Branded Personalities wants to be sure that the request has been made by you. That is why we kindly ask that you, along with your request for access, correction or removal, send us a copy of your ID. To protect your privacy, Branded Personalities asks you to **black out** your photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), document number and citizen service number/social security number in this copy.
- iv. Branded Personalities will respond to your request as soon as possible, but at least within four weeks.

## **6. RIGHT TO COMPLAIN**

### **A. Internal handling**

- i. If you have any complaints about the processing of (personal) data, Branded Personalities would like to clear the air with you in mutual consultation. Please send your complaint to [nancy@brandedpersonalities.com](mailto:nancy@brandedpersonalities.com).

### **B. Data Protection Authority**

- i. Based on the General Data Protection Regulation, you have the right to submit a complaint to the Dutch Data Protection Authority about our processing of your personal data. You can contact the 'Autoriteit Persoonsgegevens'. For more information on your right to complain, please visit the Dutch DPA's website: <https://autoriteitpersoonsgegevens.nl/en>