

# COOKIE STATEMENT

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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. CHANGE COOKIE SETTINGS

- 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

### C. LEGAL BASIS OF DATA PROCESSING

- i. Functional cookies: The basis for processing functional cookies is the legitimate interest of Branded Personalities. The interest of Branded Personalities is based on the need to ensure proper functioning of the website. However, the user's interest in maintaining his or her privacy is not exceeded, as functional cookies do not collect personal data that can be used for marketing or other purposes.
- ii. Analytical and tracking cookies: The basis for processing analytical and tracking cookies concerns the consent given to Branded Personalities}. This article provides that the processing of personal data is only allowed if the data subject has given his or her unambiguous consent. The requested consent gives you, the user, control over your personal data and provides transparency on how this data is used.

## **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 62 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	__cf_bm	End of session
Cloudflare	Functional	__cfduid	1 months
Cloudflare is a platform that improves the performance and security of websites. These cookies identify and track the user, among other things to run a load balancer and a bot manager. A cookie is also used to determine whether web traffic is trusted. This processing takes place in the United States of America.			
CookieCode	Functional	PraivacyAudit	1 years
CookieCode	Functional	PraivacyCookieConsent	1 years
The PraivacyCookieConsent cookie records your preferences with regard to allowing cookies. With the PraivacyAudit cookie you can later retrieve, in an anonymous way, what permission you have given for the placement of cookies.			
Facebook	Tracking	_fbp	3 months
Facebook	Tracking	c_user	End of session
Facebook	Tracking	fr	3 months
Facebook	Tracking	xs	End of session
Facebook uses different cookies. Collected user data is specifically adapted to the user or device. The user can also be followed outside of the loaded website, creating a picture of the visitor's behavior			
Google	Tracking	__Secure-3PAPISID	End of session
Google	Tracking	__Secure-3PSID	End of session
Google	Tracking	__Secure-APISID	End of session
Google	Tracking	__Secure-HSID	End of session
Google	Tracking	__Secure-SSID	End of session
Google	Tracking	1P_JAR	End of session
Google	Tracking	APISID	End of session
Google	Tracking	HSID	End of session

Name	Type(s)	Cookies	Duration
Google	Tracking	NID	End of session
Google	Tracking	S	End of session
Google	Tracking	SAPISID	End of session
Google	Tracking	SID	End of session

These cookies are set by Google. They are used for analytical purposes and to collect data on the use of Google services. These insights enable both Google and the website owner to improve services and the website. Google also uses the data collected for personalised advertising purposes. The interactions and preferences are stored per visitor. This data processing takes place in the United States of America.

Google Analytics	Analytical	_ga	2 years
Google Analytics	Analytical	_ga_YS8TS7D72C	2 years
Google Analytics	Analytical	_gat_gtag_UA_47557950_1	End of session
Google Analytics	Analytical	_gid	22 hours

These cookies are set by Google Analytics. These cookies give us a better picture of visitor behaviour on the website. This is used to improve the user experience on the website. This processing takes place in the United States of America.

Google Analytics (anon.)	Analytical (anonymous)	_gat	End of session
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These cookies are set by Google Analytics. This measures how many users visit the website, and how they use the website. Your IP address is masked, keeping you anonymous as a visitor.

Hotjar	Analytical, Tracking	_hjAbsoluteSessionInProgress	End of session
Hotjar	Analytical, Tracking	_hjFirstSeen	End of session
Hotjar	Analytical, Tracking	_hjid	1 years
Hotjar	Analytical, Tracking	_hjIncludedInPageviewSample	End of session
Hotjar	Analytical, Tracking	_hjIncludedInSample	End of session

Name	Type(s)	Cookies	Duration
Hotjar	Analytical, Tracking	_hjIncludedInSessionSample	End of session
Hotjar	Analytical, Tracking	_hjIncludedInSessionSample_1129495	End of session
Hotjar	Analytical, Tracking	_hjSession_1129495	End of session
Hotjar	Analytical, Tracking	_hjSessionUser_1129495	1 years

These cookies are set by Hotjar. They provide analysis and feedback of the website based on the user's visit. In this way it is possible to adapt the website to the wishes of the visitors.

LinkedIn	Functional, Analytical, Tracking	AnalyticsSyncHistory	1 months
LinkedIn	Functional, Analytical, Tracking	bcookie	1 years
LinkedIn	Functional, Analytical, Tracking	bscookie	1 years
LinkedIn	Functional, Analytical, Tracking	lang	End of session
LinkedIn	Functional, Analytical, Tracking	li_gc	6 months
LinkedIn	Functional, Analytical, Tracking	li_sugr	3 months
LinkedIn	Functional, Analytical, Tracking	lidc	22 hours
LinkedIn	Functional, Analytical, Tracking	lissc	1 years
LinkedIn	Functional, Analytical, Tracking	ln_or	23 hours
LinkedIn	Functional, Analytical, Tracking	UserMatchHistory	1 months

These cookies are placed by LinkedIn and investigate which pages the user of the website visits. In addition, the cookies ensure that the visitor can share information with others via

Name	Type(s)	Cookies	Duration
LinkedIn.			
PixelYourSite	Tracking	pys_fb_event_id	End of session
PixelYourSite	Tracking	pys_landing_page	1 weeks
YouTube	Tracking	CONSENT	2 years
YouTube	Tracking	DEVICE_INFO	6 months
YouTube	Tracking	VISITOR_INFO1_LIVE	6 months
YouTube	Tracking	VISITOR_PRIVACY_METADATA	6 months
YouTube	Tracking	YSC	End of session

These are cookies that are placed by YouTube to analyze the behavior of visitors. A YouTube video is placed on the site and when the user views it, information is released.

### 3. GOOGLE ANALYTICS

#### A. GOOGLE

- i. Through our website cookies are placed by a 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

- i. This cookie statement does not apply to third-party websites linked to 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 20240426.

## **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 cover 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 your own Data Protection Authority about our processing of your personal data. You can contact the lead supervisory authority of Branded Personalities, which is the Dutch DPA (Autoriteit Persoonsgegevens). For more information on your right to complain, please visit the Dutch DPA's website:  
<https://autoriteitpersoonsgegevens.nl/en>.