COOKIE POLICY
Version 2.0
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Controller:

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1 What are cookies?

Cookies are small data or text files that websites place on your local computer. Such cookies can have different purposes: there are technical cookies (for language settings, for example), session cookies (temporary cookies) and tracking cookies (cookies that follow and track your behavior on the website in order to offer you a more optimal user experience).

A cookie contains a unique code that makes it possible to recognize your browser during a visit to the website or to improve your user experience during repeated visits to the platform.

Cookies can be placed by the server of the website you are visiting or by a partner with whom this website works. The server of the website can only read the cookies that it has placed itself. It has no access to other information stored on your computer or mobile device.

The content of a cookie usually consists of the name of the server that placed the cookie, an expiration date and a unique number code.

Cookies generally make the interaction between visitors and the website easier and faster, and help visitors navigate between different areas of the website. Cookies can also be used to personalize the content of the website to the user.

More information about the types of cookies can be found at www.allaboutcookies.org.

2 "BROUWERIJ THE MUSKETEERS" utilizes the following cookies:

1) Necessary cookies

These cookies are necessary to visit our websites and to use certain parts of them. For example, these cookies allow you to navigate between the different parts of the website. If you refuse these cookies, certain parts of the website may not work or may not work optimally.
For example, a cookie is placed on the website that tracks your choice on whether you were of age. This cookie is a session cookie and is erased by the browser as soon as you close the browser.

2) Functional cookies

The functional cookies are those that make the functioning of our websites easier and more pleasant for the visitor and ensure that you get a more personalized browsing experience. For example, the website uses a registration or a newsletter. These cookies can be used to recognize you if you revisit the website and store your registration details or remember your preferences that you have indicated on the website.

For example, cookies are placed on the website to keep track of your language choice or to keep track of whether you wish to share your location, for example, to find merchants near you. These cookies are session cookies and are deleted by the browser as soon as you close the browser.

3) Third party cookies

Analytics: We use cookies to count the number of unique visitors to our websites and to generate statistics about how our websites function. Cookies collect information about page visits and user information such as geographic location, browsing habits, operating system and browser on your device.

Login: When a website allows you to log in, an identification number and time of login is stored in a cookie on your device, which allows you to navigate the website without having to log in again and again on every page you access.

Interest-based marketing on the Internet: You may encounter advertisements from the Controller on other websites. This is possible because of cookies, which contain information about content and pages you have visited on our websites and user data, such as, for example, your geographical location. In this way, we can identify your interests and thereby present online ads that are relevant to you. This technology is called remarketing and is provided by third parties, such as, for example, Google.

Use of behavioral information for similar audiences: Similar targeting is based on information collected about users' behavior on our websites. Based on knowledge regarding the interests of a certain group of users (see the previous point), we can present online ads to another group of users with a similar behavioral profile on our websites.

More information about cookies that may be used on our sites, what they are used for, third party access to information collected by cookies and the retention period of these cookies can be found in the list under "Overview about cookies that may be used on the website".

Information collected by third party cookies will also be able to be used by these third parties. Their contact details can be found on their own website (see direct link below)

This website uses the following third-party tools:

Application	Purpose	Max. term	Extra information	Website
DoubleClick	Analytics	30	Display & Video 360 - Premium advertisement network of Google.	https://marketing platform.google.co

Name	Category	Duration	Purpose	URL
				m/about/enterprise/
DoubleClick Ad Exchange-Buyer	Interest-based marketing	540	Display & Video 360 - Premium advertisement network of Google.	https://marketingplatform.google.com/about/enterprise/
DoubleClick Floodlight	Analytics	540	Display & Video 360 - Premium advertisement network of Google.	https://marketingplatform.google.com/about/enterprise/
Facebook Connect	Login	180		https://www.facebook.com/business
Facebook Advertising & Custom Audiences	Interest-based marketing	180	Display ads to users based on interests, demographics or remarketing audiences. + Create lookalike audiences based on data obtained via Facebook pixel.	https://www.facebook.com/policy.php
Facebook Plugin	Login	180		https://www.facebook.com/policy.php
Google Ads Conversion	Analytics	540	Measuring conversions + creating target groups within Google Ads itself using Google Ads pixel (instead of importing from Google Analytics).	https://policies.google.com/privacy
Google Analytics	Analytics	540	Gather statistics on website traffic. Gain insight into traffic sources, users on the website, performance of campaigns, ...	https://policies.google.com/privacy
Google (Dynamic) Remarketing	Interest-based marketing	540		https://policies.google.com/privacy
Google Tag Manager	Interest-based marketing	End of session	Creation and enrollment of tags for tracking purposes.	https://marketingplatform.google.com/about/analytics/tag-manager/use-policy/
Hotjar	Analytics	365	CRO tool to create screen recordings and heat maps + post polls on website.	https://www.hotjar.com/privacy/

3 Cookie management

Upon your first visit to our Website, you will be asked to accept our different types of cookies. You can allow or deny cookies category by category. You can at any time change the cookie settings for our Website via the hyperlink at the bottom of our website and thus withdraw your consent.

You can refuse the installation of these cookies by choosing "Refuse cookies" in the pop-up window provided for this purpose when you first use the Website.

You can refuse the installation of cookies via your browser settings. Disabling cookies may mean that You cannot use certain functionalities of the Website. You can find the procedure for refusing cookies for the most commonly used browsers on the following website: http://www.aboutcookies.org/

You can also delete already installed cookies from your computer or mobile device at any time.

If you want to fully experience the website without restrictions, make sure cookies are enabled in your browser. To enable cookies you need to perform the following actions:

For the browser - Microsoft Internet Explorer
- In Internet Explorer, click on 'Internet options' in the 'Tools' menu.
- On the 'Privacy' tab, move the settings slider to 'low' or 'accept all cookies' (setting above 'medium' disables cookies).
- Click on 'OK'.

For the browser - Mozilla Firefox
- Click 'Firefox' in the top left corner of your browser, then click 'Options'.
- On the 'Privacy' tab, make sure the 'Let websites know I don't want to be tracked' is unchecked.
- Click on 'OK'.

For the browser - Google Chrome
- Click on 'Tools' at the top of your browser window and choose 'Options'.
- Click on the 'Under the Hood' tab, find the 'Privacy' section and select the 'Content settings' button.
- Now select 'Allow local data to be set'.

For the browser - Safari
- Click on the 'Cog' icon at the top of your browser window and select the 'Preference' option.
- Click on 'Security', then check the option that says 'Block third party cookies and advertising cookies'.
Click 'Save'.

If after reading this Cookie statement you still have questions or comments about cookies, you can always contact the contact person mentioned above.