

Optimile NV (Sassevaartstraat 46/ B 204, 9000 Ghent, Belgium, VAT/company number BE0648.837.849, RPR Ghent, division Ghent – hereinafter: “Optimile”) uses cookies to improve your browsing experience on its website <https://www.optimile.eu> (hereinafter the “Website”). In what follows, we try to provide you as much information as possible about the use of these cookies by Optimile (hereinafter: the “Cookie Policy”).

Optimile has the right to alter, amend or update this Cookie Policy as deemed necessary to accommodate the use of new/different cookies, changes in technology, industry practice and legal or regulatory development, etc. When posting a new version on the Website, Optimile will indicate the revision date at the beginning of this Cookie Policy. Once a new cookie policy is implemented, your consent regarding the use of the cookies will be requested again.

1 WHAT ARE COOKIES?

1.1 THE TERM ‘COOKIE’

Cookies, also known as HTTP cookies, web cookies or browser cookies, are small text files that are sent to and stored on your computer or mobile device through your browser when you visit a website resp. use a mobile application. When you surf the same website later on, the data stored in that cookie can be retrieved by the website in order to notify the website of the last activity. Cookies were designed as a reliable mechanism for websites to remember the status of the website or the previous activity of a certain user. They help us to optimise your visit to the Website, to remember technical choices (e.g. choice of language, newsletter, etc.) and to offer more relevant services and offers. If you wish to consult the Website resp. use it, Optimile encourages you to enable cookies. However, if you choose not to do this, you are always free to disable the analytical and/or targeting cookies.

1.2 TYPES OF COOKIES

A. Based on duration

- ✓ **Session cookies:** these cookies allow a user's actions to be simplified and linked to each other during a browser session. A browser session starts when a user opens the browser screen and ends when the user closes the browser screen. Session cookies are placed temporarily. As soon as you close the browser, all session cookies are deleted. Most functional cookies are session cookies.
- ✓ **Persistent cookies:** these cookies remain on your hard drive until you erase them or your browser does, depending on the cookie's expiration date.

B. Based on provenance

- ✓ **First-party cookies:** cookies placed by the owner of the visited website.
- ✓ **Third-party cookies:** cookies placed by a domain name other than the one of the website visited by the user. If a user visits a website and a third party places a cookie through that website, then this is to be considered a third party cookie (e.g. cookies placed by Google, Twitter and Facebook).

C. Based on purpose of processing

- ✓ **Strictly necessary cookies:** these cookies are essential for you to browse the website and use its features, such as accessing secure areas of the site. These cookies will generally be first-party session cookies.
- ✓ **Functional cookies** (or “preference cookies”): these cookies allow a website to remember choices you have made in the past, like what language you prefer, or what your user name and password are so you can automatically log in.
- ✓ **Analytical cookies** (or “statistical cookies”): these cookies collect information about how you use a website, like which pages you visited and which links you clicked on. None of this information can be used to identify you. It is all aggregated and, therefore, anonymized. Their sole purpose is to improve website functions. This includes cookies from third-party analytics services as long as the cookies are for the exclusive use of the owner of the website visited.
- ✓ **Targeting cookies** (or “tracking/marketing cookies”): these cookies track your online activity to help advertisers deliver more relevant advertising or to limit how many times you see an ad. These cookies can share that information with other organizations or advertisers. These are persistent cookies and almost always of third-party provenance.

2 LIST OF COOKIES OPTIMILE USES

The table below contains a summary of the cookies that Optimile, where appropriate, collects and which information they store.

Cookie name	Type	Provider	Cookie description	Cookie retention period
__hssc	Analytical cookie	HubSpot	This cookie keeps track of sessions and is used to determine if HubSpot should increment the session number and timestamps in the __hstc cookie.	30 minutes
__hssrc	Analytical cookie	HubSpot	This cookie is set to determine if the visitor has restarted their browser.	365 days

__hstc	Analytical cookie	HubSpot	This is the main cookie for tracking visitors. It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).	390 days
__hubspotutk	Analytical cookie	HubSpot	This cookie keeps track of a your identity. It is passed to HubSpot on form submission and used when deduplicating contacts.	390 days
__ga	Analytical cookie	Google Analytics	This cookie is used to count and track pageviews (anonymously).	730 days
__gat	Analytical cookie	Google Analytics	This cookie is used to filter requests form bots.	Browsing session
__gid	Analytical cookie	Google Analytics	This cookie is used to count and track pageviews.	1 day
__hjAbsoluteSessionInProgress	Analytical cookie	Hotjar	This cookie is used to detect your first pageview session. This is a True/False flag set by the cookie.	30 minutes
__hjid	Analytical cookie	Hotjar	This cookie is set when you first land on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	358 days
__hjTLDDTest	Analytical cookie	Hotjar	When the Hotjar script executes, it tries to determine the most generic cookie path that should be used, instead of the page hostname. This cookie is used so that cookies can be shared across subdomains (where applicable). To determine this, Hotjar try to store the __hjTLDDTest cookie for different URL substring alternatives until it fails. After this check, the cookie is removed.	Session cookie
__hjIncludedInPageveiwSample	Analytical cookie	Hotjar	This cookie is set to let Hotjar know you are included in the data sampling defined by Optimile's website's pageview limit.	Browsing session

3 MANAGING & DISABLING COOKIES

When you visit our Website for the first time, you will be prompted to accept our cookies. You have the possibility to access our Cookie Policy before doing so, and you can choose not to accept analytical cookies. Please keep in mind that limiting or blocking the use of cookies may negatively impact your experience with respect to our Website.

You can also later in time modify your browser settings to decline cookies and you can also delete cookies that are already installed on your computer or mobile device. There are several possibilities to avoid the storage of cookies. Please visit the websites of the different browsers to learn how you can block the storage of cookies. Here you can find such websites regarding the most used browsers:

Chrome: Clear, enable and manage cookies in Chrome - Android - Google Chrome Help	Safari: Manage cookies and website data in Safari on Mac - Apple Support
Firefox: How to clear the Firefox cache Firefox Help (mozilla.org)	Microsoft Edge: Delete cookies in Microsoft Edge

Please realise that when you decide to delete all your cookies, you probably will have to fill in all your usernames and passwords again on the websites you visit, where before you did not have to think about them. As already mentioned, cookies have benefits to your surfing experience on the web.

If you want to know more about cookies, please visit the site <https://www.cookiesandyou.com>. This website provides more information on cookies, explains in detail how to delete the cookies and shows you how you can allow familiar websites to storage cookies on your computer.

4 CONTACT OPTIMILE



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In case you have questions, comments or concerns regarding our Cookie Policy, please contact us via e-mail: info@optimile.eu