

## COOKIE POLICY

### Welcome!

We use cookies on this website, platform, social network, or other third-party websites on which we display these pages. More information about these cookies and how to manage them is provided below.

By using our website, pages and/or services, you consent to the use of cookies as set out in this policy.

If you do not agree to the use of these cookies, please disable them by following the instructions in this policy (e.g. by changing your browser settings to block cookies from this website).

### Terms used in this policy

"THINKERBEL" refers collectively to THINKERBELL, which has its registered office at Blauwesteenstraat 126, 2550 KONTICH.

- "User" refers to the users of our websites, online pages and services.
- "You" and "your" refer to the user reading this Cookie Policy.
- "We", "us" and "our" refer to THINKERBELL, the data controller.
- "Personal data" refers to personal identifiable data about you.
- "General Data Protection Regulation" and "GDPR" refer to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC.

### What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. These cookies are sent back to the website that set them on each subsequent visit or when you visit a website that recognises them. Cookies are useful because they allow a website to recognise a user's device.

Cookies perform several functions, such as allowing you to navigate between pages more efficiently, remembering your preferences and generally improving the user experience. They can also ensure that the adverts shown on a website are more relevant to you, taking into account your interests.

Some cookies contain personal data. For example, if you select 'Remember me' when you log in, a cookie will save your username. Rather than gathering personal identifiable information, most cookies collect general data such as how users land on the website, how they use our websites and their general location data.

There are four main types of cookies:

- Session cookies, which are only stored for as long as the session lasts. They are deleted as soon as the user closes the browser.
- Persistent cookies, which continue to be stored after the session is closed. They are saved on the user's hard drive until they reach their expiry date or until the user deletes them. These cookies are used to collect identification data about a user, such as their online browsing behaviour or preferences on a specific website.
- *First-party* cookies belong to the website you visit.
- *Third-party* cookies are imported from a website whose content can be accessed indirectly, for example via an image or a banner.

Most browsers (e.g. Internet Explorer, Mozilla Firefox, Netscape, Safari) support cookies. In any case, users can adjust their browser settings to disable or delete cookies.

### Which cookies do we use?

In general, we use cookies that perform two different functions.

#### 1. *Performance and analytics cookies*

These cookies collect data about how visitors use the website (e.g. which pages visitors view most often, whether visitors receive error messages on certain pages). These cookies do not collect any personal identifiable data. They solely collect anonymous data that are used to improve how the website works.

#### 2. *Functional cookies*

We may use functional cookies to allow us to remember your preferences (e.g. which language version of our website you use) or to provide you with a better service (e.g. so that you can watch a video online).

Please refer to the table below for more information about the data collected and the specific types of cookies we use.

### Managing and deleting cookies in your browser

You can allow, block and delete cookies via your browser settings. Simply follow your browser's instructions (you will typically need to go to Help > Settings > Edit). Blocking cookies, or certain types of cookies, will not delete them from your browser. You must do this yourself via your browser. Please be aware that certain parts of our website will not work properly if you choose to disable cookies.

Name	Expires after	Content	Purpose
_ga	Two years	A token	This cookie is associated with Google Universal Analytics, a major update to the most widely used Google analytics service. It is used to distinguish between individual users and assigns each user a random number as a customer ID to this end. Every page request on a website contains this cookie, which

			is used to calculate visitor, session and campaign data for websites' analytics reports.
_gat	One minute	A value	This cookie is linked to Google Universal Analytics. It is used to limit the number of requests, consequently restricting data collection on heavily visited sites.
_gid	One minute	A token	This cookie is linked to Google Universal Analytics. It stores and updates a unique value for each page visited.
_icl_visitor_lang_js	One year	<i>First party</i>	The WPML cookie enables thinkerbell.be to work in several languages and allows visitors to set their preferred language easily.
_mcid	One year	A token	Cookie defined by Mailchimp enabling behavioural advertising and Google analytics.
pum-10857	Five	<i>First party</i>	The Popup Maker cookie automatically opens a pop-up highlighting certain content.
wp-settings-1	One year	<i>First party</i>	This WordPress cookie is used to customise the website's interface and operation for WordPress administrators. This cookie applies only to administrator users in the website's CMS database.
wp-settings-time-1	One year	<i>First party</i>	This WordPress cookie is used to customise the website's interface for WordPress administrators. This cookie applies only to administrator users in the website's CMS database.
wp-wpml_current_admin_language_d41d8cd98f00b204e9800998ecf8427e	One year	<i>First party</i>	The WPML cookie enables thinkerbell.be to work in several languages and allows visitors to set their preferred language easily.
wp-wpml_current_language	One year	<i>First party</i>	The WPML cookie enables thinkerbell.be to work in several languages and allows visitors to set their preferred language easily.
wpml_browser_redirect_test	One year	<i>First party</i>	The WPML cookie enables thinkerbell.be to work in several languages and allows visitors to set their preferred language easily.
wordpress_test_cookie	End of session	<i>First party</i>	WordPress cookies are created when a user accesses the login page. They are used to verify whether the web browser is configured to allow or block cookies.