Smart Office

Cookie Statement

Index
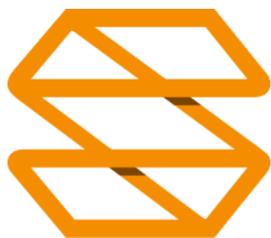
Preface

This is the Smart Office cookie statement. We value a qualitative, transparent and proactive approach. We therefore see it as our responsibility and mission to ensure that you have a positive experience with our website. Partly for this reason, we have chosen to often work with cookies that improve our website use (whether or not in the long term). In this cookie policy you will see all the cookies that Smart Office uses.

What are cookies?
Cookies are small text files that are stored by an internet page on a PC, mobile phone or tablet. Because of these text files, the site responds in a predetermined manner. The site recognizes by a cookie, for example, when you are logged in. There are also cookies that collect information about the visit: which information is stored by which cookie can differ.

Cookie Purposes
The cookies are primarily intended to offer you as a visitor an optimal service and user experience. In addition, cookies are also placed for our own analysis, as well as for marketing purposes.

1. Types of cookies

In a general sense, three types of cookies can be distinguished. Read more about these cookie types below:

- Necessary cookies
    Necessary cookies are used to improve the functionality of the site and make it work properly. An example of this are cookies that ensure that certain parts of the website are inaccessible if the visitor is not logged in.
- Analytical cookies
    Analytical cookies are cookies that mainly keep data about the website. These are intended, for example, to map how the site is used by visitors and where improvements can be made. By using analytical cookies, it can be tracked, for example, whether a page of the website loads correctly. In essence, analytical cookies are cookies that serve as feedback to improve the experience of the site for the visitor.
- Marketing cookies
    These cookies are used to show targeted advertisements to the visitor. The moment you are looking for a term that has to do with the services we provide, you may see an advertisement from us.

Below we offer you an overview of the cookies that are placed by Smart Office. All cookies are categorized based on their function. These cookies are displayed with the associated retention periods.

1.1. Necessary cookies

Necessary cookies are used for certain functions of the website to work properly. Below you will find an overview of the necessary cookies that Smart Office places. The storage period is also displayed.

| Cookie	Doel	Storage period
CONCRETE5	Registers whether the user is logged in. This allows the website owner to make parts of the website in accessible, based on the user's log-in status.	**Session**
Excludecalltracking	This cookie identifies if the visitor has deselected any cookies, trackers or other audience targeting tools.	**Session**
Frontend	Stores a random ID which ensures that a user can be uniquely identified as a guest or logged-in user.	**1 day**
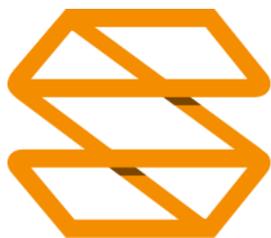
1.2. Analytical cookies

Below you will find an overview of the analytical cookies that are placed and what the functions are of these cookies. The storage period is also displayed.

Cookie	Doel	Storage period
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_gat	Used by Google Analytics to throttle request rates.	1 day
_gd#	Unclassified.	Session
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors- this is done by assigning the visitor an ID, so the visitor does not get registered twice.	1 day
_hjid	Sets a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	1 year
_hjid	Sets a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	Persistent
_hjInludedInPagevieuwSample	Determines if the user's navigation should be registered in a certain statistical place holder.	1 day
_hjInludedInPagevieuwSample	Determines if the user's navigation should be registered in a certain statistical place holder.	Persistent
_hjTLDTest	Detects the SEO-ranking for the current website. This service is part of a third-party statistics and analysis service (By improving certain technical aspects of the website, the position of your website in search engines will be increased, this is indicated by the SEO rank).	Session
acalltracker	This cookie is necessary for the call-tracking functionality used by the website operator– The cookie sets an ID for the specific user, which allows the website's support team to recognize the u ser when calling their support, as well as seeing the user's navigation on the website.	29 days
Acalltrackerreferrer	This cookie is necessary for the call-tracking functionality used by the website operator– The cookie sets an ID for the specific user, which allows the website's support team to recognize the u ser when calling their support, as well as seeing the user's navigation on the website.	1 day
Collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session
Li_sugr	A cookie from LinkedIn that stores browser information.	3 months
TawkConnectionTime	Allows the website to recognize the visitor, in order to optimize the chat-box functionality.	Session

Regarding the use of Google Analytics, we would like to make a few more points. First of all, we apply Google Analytics in a privacy-friendly way. This means that we have arranged the following matters:

- We have entered into a processor agreement with Google;
- Sharing data with third parties is always done anonymously within Google Analytics;
- We do not use other Google services via Google Analytics cookies.
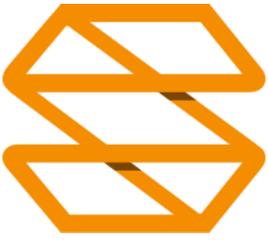
The information is collected and then transferred to Google LLC in the United States of America (and stored there on Google servers). Since in this situation the personal data concerned is transferred to an organization outside the EEA, we will ensure that appropriate measures are taken to ensure an adequate level of protection of your personal data in accordance with applicable data protection law. In general, we will enter into standard contractual terms (as approved by the European Commission) with the recipient. For more information about data processing in the context of Google Analytics: read Google's privacy policy, as well as the privacy policy of Google Analytics.

Do you want to ensure that Google Analytics cookies are not placed on your devices when you visit our website? Then download and install the Google Analytics Opt-out Browser Add-on.

1.3.　　Marketing cookies

On the page below you will find an overview of the marketing cookies that Smart Office uses and what the functions of these cookies are. The storage period is also displayed.

Cookie	Doel	Storage period
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	**3 months**
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	**3 months**
_uetsid	Collects data on visitor behavior from multiple websites, in order to present more relevant advertisement- This also allows the website to limit the number of times that they are shown the same advertisement.	**1 day**
_uetsid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	**Persistent**
_uetsid_exp	Contains the expiry-date for the cookie with corresponding name.	**Persistent**
_uetvid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	**16 days**
_uetvid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	**Persistent**
_uetvid_exp	Contains the expiry-date for the cookie with corresponding name.	**Persistent**
Ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.	**Session**
Bcookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	**2 years**
Bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	**2 years**
d/px	Collects data on visitors preferences and behavior on the website- This information is used to make content and advertisement more relevant to the specific visitor.	**Session**
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	**3 months**
Lang	Set by LinkedIn when a web page contains an embedded "Follow us" panel.	**Session**
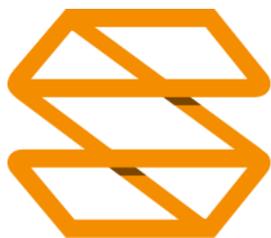
lidc	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	**1 day**
Lissc	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	**1 year**
MUID	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronizing the ID across many Microsoft domains.	**1 year**
Tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	**Session**
UserMatchHistory	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	**29 days**
venc	A cookie from WiQhit, this cookie creates recommendations on the site.	**1 day**
Veuid	A cookie from WiQhit, this cookie creates recommendations on the site.	**2 years**

1.4.   Functional cookies

Other cookies mainly relate to cookies that oversee the functionality of certain functions. In contrast to the cookies that indicate information, these cookies ensure that certain functions work.

Cookie	Doel	Storage period
Lang	Remembers the user's selected language version of a website	**Session**
SS	Necessary for the functionality of the website's chat-box function.	**Session**

Do you have any questions about our cookie policy? Please feel free to contact us using the details below. Would you like to know more about our privacy practices? Check out https://smart-office.nl/privacy.

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Chamber of Commerce no. 33186563

Our Data Privacy Officer: Weroen Ramautar, can also be reached via privacy@merin.nl.

Latest update: 9-11-2020