**Smart Office**

Cookie Statement

Index

[**Preface** 3](#_Toc74139433)

[1. Types of cookies 3](#_Toc74139434)

[1.1. Necessary cookies 4](#_Toc74139435)

[1.2. Analytical cookies 4](#_Toc74139436)

[1.3. Marketing cookies 5](#_Toc74139437)

[1.4. Functional cookies 7](#_Toc74139438)

##

## **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.

## 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.

### 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** |
| Consent | Used to detect if the visitor has accepted the marketing category in the cookie banner | **Persistent** |
| Frontend | Stores a random ID which ensures that a user can be uniquely identified as a guest or logged-in user. | **1 day** |
| test\_cookie | Used to check if the user’s browser supports cookies | **1 day** |

### 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** |
| \_ga\_# | Used by Google Analytics to collect data on the number of times a user has visited 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** |
| \_hjFirstSeen | Used to determine if the visitor has visited the website before | **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** |
| AnalyticsSyncHistory | Used in connection with data-synchronization with third-party analysis service | **29 days** |

|  |  |  |
| --- | --- | --- |
| Collect | Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels. | **Session** |
| 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](https://policies.google.com/privacy?hl=en-US), as well as the [privacy policy of Google Analytics](https://support.google.com/analytics/answer/6004245?hl=en).

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.](https://support.google.com/analytics/answer/181881?hl=en)

### 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** |
| \_gaexp | Used by Google Analytics to determine if the visitor is involved in their marketing experiment | **33 days** |
| \_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** |
| IDE | Used by Google Doubleclick to register and report the websites user’s actions after viewing or clicking on an advertisement. | **1 year** |
| 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** |
| YSC | Registers a Unique ID to keep statistics of what YouTube videos the user has already seen. | **Session** |
| Yt.innertube::nextld | Registers a Unique ID to keep statistics of what YouTube videos the user has already seen. | **Persistent**  |
| Yt.innertube::requests | Registers a Unique ID to keep statistics of what YouTube videos the user has already seen. | **Persistent** |
| Yt-remote-cast-installed | Stores the user’s video player preferences using embedded YouTube video. | **Session** |
| Yt-remote-connected-devices | Stores the user’s video player preferences using embedded YouTube video. | **Persistent** |
| Yt-remote-fast-check-period | Stores the user’s video player preferences using embedded YouTube video. | **Session** |
| Yt-remote-device-id | Stores the user’s video player preferences using embedded YouTube video. | **Persistent** |
| Yt-remote-fast-check-period | Stores the user’s video player preferences using embedded YouTube video. | **Session** |

|  |  |  |
| --- | --- | --- |
| Yt-remote-session-app | Stores the user’s video player preferences using embedded YouTube video. | **Session** |
| Yt-remote-session-name | Stores the user’s video player preferences using embedded YouTube video. | **Session**  |

### 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** |
| Lang | Used whenever a page contains a follow us button for LinkedIn. | **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** [**our privacy statement**](https://www.smart-office.nl/privacy-verklaring)**.**

Privacy@merin.nl

Hogehilweg 8 | 1101 CC | Amsterdam

mailbox 94186 I 1090 GD I Amsterdam

Chamber of Commerce no. 33186563

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

*Latest update: 09 – 06 – 2021*