

# COOKIE STATEMENT

NO-EM B.V.  
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## 1. GENERAL INFORMATION

### A. DIFFERENT TYPES OF COOKIES

- i. NO-EM B.V. uses different cookies on its website. A cookie is a small text file that is stored by the browser of your computer, tablet or smartphone when you first visit this website. There are different types of cookies:
  - a. Functional cookies are cookies with a purely technical functionality. They ensure that the website functions optimally. For example, they can remember your preferred settings.
  - b. They also enable us to optimise our website and the services we offer via the website. Analytical cookies can track your surfing behaviour. These cookies are used when analytical service providers, such as Google Analytics, are employed. Some analytical cookies are anonymous, while others process personal data.
  - c. Tracking cookies: these cookies are placed by an external party. These cookies enable personalised advertisements to be displayed. These cookies can also track your surfing behaviour, enabling these parties to build up a very specific profile. This profile can be so detailed that it constitutes personal data.

### B. CHANGE COOKIE PREFERENCES

- v. You set your cookie preferences yourself when you first visited our website. All non-functional cookies can be rejected by category. Cookies other than functional or anonymous analytical cookies will only be placed after you, as a visitor, have given your consent by means of an active action. You can change your settings at any time through our website.

### C. BASIS FOR DATA PROCESSING

- i. Functional cookies: The basis for processing functional cookies is the legitimate interest of NO-EM B.V.. The basis of 'legitimate interest' is based on Article 6(1)(f) of the GDPR. The interest of NO-EM B.V. is based on the need to ensure the proper functioning of the website. However, the user's interest in maintaining his or her privacy is not exceeded, as functional cookies do not collect personal data that can be used for marketing or other purposes, for example.
- ii. Analytical and tracking cookies: The basis for processing analytical and tracking cookies is the consent given to NO-EM B.V.. The basis is based on Article 6(1)(a) of the GDPR. This article stipulates that the processing of personal data is only permitted if the data subject has given his or her unambiguous consent. The consent requested gives you, as a user, control over your personal data and provides transparency about how this data is used.

## 2. COOKIE OVERVIEW

### A. COOKIE NAME, COOKIE TYPE, COOKIE PURPOSE AND THE RETENTION PERIOD

- i. The NO-EM B.V. website uses different types of cookies which are shown in the table below.
- ii. In total, there are 9 different cookies on no-em.nl. The following cookies may be placed on the visitor's hard drive when visiting the NO-EM B.V. website:

### B. COOKIE TABLE

| Name  | Type(s)                          | Cookies        | Retention periode |
|---|----------------------------------|----------------|-------------------|
| Clarity   | Tracking                         | _clck          | 1 year            |
| These cookies are placed by Clarity. Information is collected about how visitors use the website. This allows us to check exactly what visitors click on, so that the website can be optimised based on this information.   |                                  |                |                   |
| Google Analytics  | Analytical                       | _ga            | 2 year            |
| Google Analytics  | Analytical                       | _ga_LL405S2P7J | 2 year            |
| These cookies are placed by Google Analytics. These cookies give us a better understanding of visitor behaviour on the website. This information is then used to improve the user experience on the website. This processing takes place in the United States of America. |                                  |                |                   |
| LinkedIn  | Tracking, Functional, Analytical | bcookie        | 1 year            |
| LinkedIn  | Tracking, Functional, Analytical | li_gc          | 6 months          |
| LinkedIn  | Tracking, Functional, Analytical | lidc           | 22 hours          |
| These cookies are placed by LinkedIn and track which pages the user visits on the website. In addition, the cookies ensure that the visitor can share information with others via LinkedIn.   |                                  |                |                   |
| Unclassified  |                                  | _GRECAPTCHA    | 6 months          |

## 3. GOOGLE ANALYTICS

### A. GOOGLE

- i. Cookies from Google Analytics are placed via our website. We use this service to investigate how you, as a visitor, use our website, and Google provides us with insightful reports on this.
- ii. Google may provide this information to third parties if Google is legally required to do so, or insofar as third parties process the information on Google's behalf. NO-EM B.V. has no influence on this.
- iii. Read more here (<https://business.safety.google/privacy/>) about what information Google collects and how they handle it.

## **B. PRIVACY-SETTINGS**

- i. Through this cookie statement, we inform you about the use of Google Analytics.
- ii. NO-EM B.V. has entered into a processing agreement with Google;
- iii. Google Signals is used. This feature gives us more insight into the behaviour of our visitors on different devices.;
- iv. Collected data is linked to other Google services;
- v. Your IP address is anonymised so that your location cannot be traced.

## **4. THIRD-PARTY WEBSITES AND CHANGES**

- i. This cookie statement does not apply to third-party websites that are linked to our website. NO-EM B.V. cannot guarantee that these third parties will handle your personal data in a reliable and secure manner.
- ii. Always consult the privacy statement of these websites before using them.
- iii. A well-known third party is Google. Read here (<https://business.safety.google/privacy/>) how they handle personal data.
- iv. This cookie statement is subject to change. In the event of a change, you will be asked again for your consent to the placement of the modified cookies. The current version of this cookie statement is 24022026.

## **5. VIEW, MODIFY OR DELETE DATA**

### **A. YOUR RIGHTS**

- i. You have the right to:
  - a. view your personal data;
  - b. submit a request for correction of data;
  - c. submit a request for us to process less data;
  - d. request the deletion of your data;
  - e. have your data transferred to someone else;
  - f. and submit a complaint as further described in Article 6.
- ii. If you have any questions or comments about NO-EM B.V.'s data processing, please send a request to [info@no-em.com](mailto:info@no-em.com)
- iii. NO-EM B.V. will respond to your request as soon as possible, but in any case within four weeks.

## **6. RIGHT TO COMPLAIN**

### **A. INTERNAL TREATMENT**

- i. If you have any complaints about the way in which (personal) data is processed, NO-EM B.V. will be happy to help you resolve these in mutual consultation. Please address your complaint for initial consideration to [info@no-em.com](mailto:info@no-em.com).

### **B. DATA PROTECTION AUTHORITY**

- i. Under the General Data Protection Regulation, you have the right to lodge a complaint with the Data Protection Authority about our processing of your personal data. To do so, please contact the Data Protection Authority. More information about your right to complain can be found on the website at: <https://autoriteitpersoonsgegevens.nl/nl/zelf-doen/privacy-rechten/klacht-over-gebruik-persoonsgegevens>.