



*Cookie Policy\_Eutronix\_2024*

## COOKIE POLICY



## **Cookie Policy**

Eutronix attaches great importance to your privacy and the protection of your personal data. This cookie policy explains how we handle the personal data we collect through cookies, what we do with it and how we process it. We believe it is important to create and maintain an environment in which users of our online environment can be confident that their information will not be misused.

### **1. Scope of use**

This website and its cookies are managed by Eutronix, whose registered office is located at Avenue Zénobe Gramme 29, 1300 Wavre and whose ECB number is 0405.674.784. We act as data controller when we process the personal data of users of our online environment by means of cookies.

We comply with the applicable data protection regulations, in particular the General Data Protection Regulation 2016/679 (GDPR), as well as the relevant national legislation. These regulations concern the protection of your personal data and give you rights with regard to this data.

The purpose of this policy is to indicate what personal data we collect about you by means of cookies and how this data will be used after your visit to our website via a computer, tablet, smartphone or any other device on which cookies are installed.

### **2. What are cookies?**

Cookies are small text files that contain small pieces of information and store information such as your language preference, the date on which you visited our website, etc. Cookies are stored on your computer, tablet or smartphone when you visit our website. Cookies may contain personal identification data, but this is not always the case.

The next time you visit the website, these cookies will send information to the website so that it recognises your browser and can remember your language preference, for example. Some cookies also enable certain functions to be activated or measure how visitors use the website, so that this information can be used to optimise the website.

Cookies often have an expiry date, so that they are automatically deleted after a certain period of time. Some cookies are deleted as soon as you close your browser, such as session cookies, while others remain on your device for longer.

### **3. What types of cookies do we use and why?**

#### ***Strictly necessary / essential and functional cookies***

Strictly necessary cookies are essential for browsing the site and using the functions offered. Functional cookies remember the choices you have made, such as the country from which you visit the website, your choice of language and search parameters. Without these cookies, the requested services, such as remembering your login details or items in a shopping basket, cannot be provided. These cookies enable us to offer you a more pleasant experience that is better adapted to your choices. These cookies cannot track your browsing on other websites.

We may set these cookies without your consent.

### ***Targeting or advertising cookies***

These cookies collect information about your browsing habits so that we can tailor advertisements more closely to your preferences. They are also used to limit the number of times you see a given advertisement and to measure the effectiveness of an advertising campaign. These cookies are generally placed by third-party advertising networks. They remember which websites you visit and this information is shared with other parties such as advertisers. For example, we use external companies to show you more targeted advertising when you visit other websites. You will find the names of these companies in the table below.

These cookies are only installed on your device after you have given your consent.

### ***Social media cookies/plug-ins***

These cookies enable your activity on the website to be shared on social media such as LinkedIn and YouTube. We have no control over these cookies. In this case, the social media itself also acts as the data controller. Consult the privacy policy of the social media concerned for more information on the operation and use of these cookies.

These cookies are only installed on your device after you have given your consent.

### ***Cookies for analytical and statistical purposes***

These cookies collect anonymous information about how visitors use our website. We use these cookies to find out how customers land on, navigate or use our website and what could be improved, such as navigation, shopping experience and marketing campaigns. The data stored by these cookies does not contain any personally identifiable information.

We also use third party services, such as [for example, Plezi or Google Analytics], to collect information about visitors to our website. This information is aggregated to determine the number of visits, average length of visit, pages viewed, etc. We use this information to measure website usage and to improve the content and value of our website. To use these "third-party" cookies for analysis purposes, your prior consent will be requested. These cookies are therefore only installed on your device after you have given your consent.

### ***Web beacons / invisible pixels***

Some of our web pages may contain electronic images called "web beacons" or "web beacons" (also known as "clear gifs"), which allow us to count users who have visited the pages in question. Web beacons collect only limited information, including a cookie number, the date and time the page was viewed and a description of the page on which the web beacon is placed. External advertisers may also place such web beacons. These tags do not contain any personally identifiable information and are only used to track the effectiveness of a specific campaign.

These cookies are only installed on your device after you have given your consent.

### List of used cookies

<u>Cookie</u>	<u>Source</u>	<u>Purpose / Function</u>	<u>Expiration Date</u>
cookieeyes-consent	CookieYes	CookieYes sets this cookie to remember users' consent preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about visitors to the site.	1 year
visit	WordPress	The cookie visit lasts for one session and is automatically deleted after 30 minutes. It will never be stored on your device.	30 minutes
wp-wpml_current_language	WPML	The WordPress multilingual plug-in sets this cookie to store the current language settings.	Session
lidc	LinkedIn	LinkedIn sets this cookie to synchronise LinkedIn Ads identifiers.	1 month
li_gc	LinkedIn	LinkedIn sets this cookie to store the visitor's consent to the use of cookies for non-essential purposes.	5 months 27 days
frontend_lang	Odoo	Odoo remembers information about how you prefer the website to look or behave, such as your preferred language or region. Your experience may be degraded if you delete these cookies, but the website will still function.	Session
_lfa	LeadFeeder	This cookie is set by our supplier Leadfeeder to identify	1 year

		the IP address of devices visiting the website, in order to retarget multiple users routing from the same IP address.	
<b>_ga_*</b>	Google	Google Analytics uses this cookie to store the user's unique identifier.	1 minute
<b>In_or</b>	LinkedIn	LinkedIn uses this cookie to record statistical data on user behaviour on the website for internal analysis purposes.	1 day
<b>AnalyticsSyncHistory</b>	LinkedIn	LinkedIn sets this cookie to store information about the time at which a synchronisation took place with the lms_analytics cookie.	1 month
<b>_fbp</b>	FaceBook	Facebook sets this cookie to display ads when you are on Facebook or a Facebook ad-supported digital platform after visiting the website.	3 months
<b>_lfa_test_cookie_stored</b>	Odoo	Used to test whether _lfa has been stored	Session
<b>CONSENT</b>	YouTube	YouTube places this cookie via integrated YouTube videos and records anonymous statistical data.	2 years
<b>Visitor</b>	WordPress	Cookie used to personalise the user experience.	1 year 24 days
<b>session_id</b>	Odoo	This cookie is used to obtain or define the identifier for the current session.	3 months
<b>_gat</b>	Google	Google Universal Analytics uses this cookie to limit the number of requests and therefore the	1 minute

		collection of data on high-traffic sites.	
<b>li_sugr</b>	LinkedIn	LinkedIn uses this cookie to collect data on user behaviour in order to optimise the website and make advertising on the website more relevant.	3 months
<b>Bcookie</b>	LinkedIn	LinkedIn sets this cookie from LinkedIn's sharing buttons and ad tags to recognise browser identifiers.	1 year
<b>Bscookie</b>	YouTube	YouTube uses this cookie to track views of videos integrated into YouTube pages.	Session
<b>VISITOR_INFO1_LIVE</b>	YouTube	YouTube uses this cookie to measure bandwidth and determine whether the user is getting the new or old player interface.	5 months 27 days

#### **4. How will your data be used and shared?**

We may process the information we obtain through cookies and share it with:

- Group subsidiaries
- Any third parties with whom you have asked us to share your personal data or organisations with whom you have agreed to share information, such as LinkedIn or other social media acting as data controllers
- Third parties who assist us with our products and services. Examples of third party activities include data analytics, marketing support providers, etc. These companies have access to the information processed through cookies, but only when strictly necessary to carry out their activities. They may not use your data for any other purpose.

#### **5. Transfer of personal data**

Eutronix does not transfer your personal data to third countries outside the European Economic Area.

#### **6. Deleting cookies and further information on cookies**

If you gave us your consent by clicking on the corresponding button on the cookie banner, you can withdraw it at any time. This is done by deleting the cookies stored via your browser.

Some cookies are deleted as soon as you close your browser (session cookies). Others will remain on your device until they expire or until you delete them from the cache (permanent cookies or tracking cookies) because these cookies enable us to remember certain things about you when you return to our website.

By deleting our cookies or disabling future cookies, some parts or features of our website may no longer be accessible.

If you wish to delete the cookies already on your computer, consult the help and support function of your Internet browser, where you will find instructions to help you find the file or folder where the cookies are stored. The help function on the toolbar of most browsers also provides information on how to prevent your browser from accepting new cookies, what you need to do to ensure that your browser warns you when you receive a new cookie, or how to disable cookies completely. Please note that if you choose to deactivate cookies, certain personalised services may no longer be available.

You will find more explanations on how to delete cookies by browser via the links below:

<a href="#">Firefox</a>	<a href="#">Safari</a>	<a href="#">Internet Explorer</a>	<a href="#">Chrome</a>
<a href="#">Firefox (mobile)</a>	<a href="#">Safari (mobile)</a>	<a href="#">Microsoft Edge</a>	

For more information on cookies and how to delete them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.youronlinechoices.eu](http://www.youronlinechoices.eu) , where behavioural advertising and online privacy are explained in more detail. These websites exist only in English and are not linked to our website or our company.

**7. Your rights**

You have the right to see what information we hold about you and to receive a copy of the information we hold. If your personal data has changed, you have the right to ask us to correct, complete or delete any out-of-date, incorrect or incomplete information we hold about you. You also have the right to restrict the processing of your data and to object to the processing of your personal data. In addition, you have the right to receive the personal data concerning you that you have provided to a data controller in a structured, commonly used and machine-readable format and to transmit this data to another data controller.

If you have any questions about this Cookie Policy or how we process your personal data obtained through cookies, or if you wish to exercise your rights, please contact us at [privacy@eutronix.eu](mailto:privacy@eutronix.eu).

You have the right to complain to the Data Protection Authority if you are not satisfied with the way we have responded to your requests. If you would like more general information about the processing of your personal data or your rights and how to exercise them, please see our Data Protection Policy.

**8. Changes to this cookie policy**

We may amend and update this policy at any time to ensure that it accurately reflects the cookies we use and the way in which we process your personal data at any given time. The updated version of this policy will be placed on the same web page and will come into effect as soon as it is published. Please check this web page regularly to ensure that you are always aware of the type of information we collect

and process, how your data is used and in what circumstances, and when we share your data with third parties.

If you would like more information about how we process personal data and how you can use our website, please see our Data Protection Policy.

July 2024 version