Governance > Our policies

Cookie policy

This policy describes how and why Democo Group ("we", "us", "our" and "Democo Group") uses cookies on this website ("democogroup.com").

1. What are cookies?

A cookie is a small piece of data (text file) that a website or app asks your browser to store on your device when you visit or interact with an email in order to remember information about you, such as whether or not you have consented to our use of cookies. These cookies are set by us and are called first party cookies.

We also use third party cookies - these are cookies from a different domain than the domain of the website you are visiting or a domain that we do not control - for example to analyse traffic to our website.

2. How we use cookies

This website uses two types of cookies: persistent and session cookies.

- Persistent cookies are cookies that remain on your device for a specific period of time (as shown in the table below) or until you manually delete or object to them.
- Session cookies are cookies that expire at the end of the browser session (for example, when you leave our website and close your browser).

We use cookies that are strictly necessary to (i) store user preferences (including cookie preferences), and (ii) secure our website and our services (e.g. to detect malicious brute force attacks). We use non-essential (not strictly necessary) cookies to observe and analyse traffic levels and other statistics on our website, which helps us to improve our website and your overall user experience. We only use non-essential cookies where we have your consent (see below).

Cookies may be first party or third party, meaning they are managed by us (first party) or by another party (third party). Interactions with third party cookies on our website are governed by the third party's privacy and cookie policy as set out below.

3. Managing cookies

Upon your first visit to our website, and every six months thereafter, you will see a cookie banner on the home page that informs you of the reason for using cookies and asks you to agree to each non-essential cookie if you agree to our using them (or "Accept cookies"). If you do not agree, you can choose which ones to reject or accept, or you can choose to "Decline Cookies".

You can change your cookie preferences via the cookie banner, where you have the option to opt in or out of the use of non-essential cookies on your device.

4. Cookie preferences

However, most web browsers also offer the possibility to manage most cookies through the browser settings. For more information about cookies and how to see what cookies have been set, you can visit www.aboutcookies.org or www.allaboutcookies.org consult.

Find out how to manage cookies on popular browsers:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Microsoft Internet Explorer
- Opera
- Apple Safari

For information on other browsers, please visit the website of the browser developer.
To stop being tracked by Google Analytics across all websites, visit http://tools.google.com/dlpage/gaoptout

Please note that you cannot disable cookies that are strictly necessary, as they affect the functionality of our website and your ability to use certain functions and features.

5. Types of cookies used

5.1 Preferred cookies

Preference cookies allow our website to remember information that changes the way the website behaves or looks, such as your preferred language or the region you are in.

Operator	Cookie Name	Description	Purpose	Lifetime
Google Tag Manager	_gtag	Management of external scripts & event / conversion tracking	Preferences	Duration of the session
YouTube	yt-remote-cast-installed yt-remote-connected-devices yt-remote-device-id yt-remote-fast-check-period yt-remote-session-app yt-remote-session-name	saves visitor preferences for viewing embedded YouTube videos	Functional	Session
YouTube	yt-remote-connected-devices yt-remote-device-id	stores visitors' preferences for viewing embedded YouTube videos	Functional	Persistent
YouTube	APISID PERMISSION	stores the visitor's preferences for viewing embedded YouTube videos	Functional	10 years
YouTube	VISITOR_INFO1_LIVE	estimate the bandwidth of visitors on pages with YouTube videos	Functional	179 days

5.2 Statistical cookies

Statistical cookies help us understand how visitors interact with websites by collecting and reporting information anonymously.

Operator	Cookie Name	Description	Purpose	Lifetime
Google Analytics	_ga	Used to distinguish users.	Analytics.	2 years
Google Analytics	_gid	Used to distinguish users.	Analytics	24 hours.
Google Analytics	_gat_gtag_UA_136979573_2	Used by Google to distinguish users	Analytics & Performance	1 minute
Google Analytics	_gat_UA-154810657-1	A variant of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure website performance. The pattern element in the name contains the unique identification number of the account or website to which it relates.	Analytics & Performance	30 seconds to 1 year
Google Analytics	_gat_UA-154810657-2	A variant of the _gat cookie set by Google Analytics and Google Tag Manager to allow website owners to track visitor behaviour and measure website performance. The pattern element in the name contains the unique identification number of the account or website to which it relates.	Analytics	90 days
Hotjar Ltd.	_hjSessionUser{site_id}	Hotjar cookie that is set when a user first enters a page with the Hotjar script. It is used to store the Hotjar User ID, unique to that site, in the browser. This ensures that behaviour on subsequent visits to the same site will be attributed to the same User ID.	Analytics & UI / UX	365 days

Operator	Cookie Name	Description	Purpose	Lifetime
Hotjar Ltd.	_hjSession{site_id}	A cookie that contains the current session data. This ensures that subsequent requests within the session window are attributed to the same Hotjar session.	Analytics & UI / UX	30 minutes.
Hotjar Ltd.	_hjClosedSurveyInvites	Hotjar cookie that is set when a user interacts with an invitation modal for an external link survey. It is used to ensure that the same invitation does not appear again if it has been shown before.	Analytics & UI / UX	365 days
Hotjar Ltd.	_hjDonePolls	Hotjar cookie that is set when a user fills out a survey using the On-site survey widget. It is used to ensure that the same survey does not appear again if it has already been completed.	Analytics & UI / UX	365 days
Hotjar Ltd.	_hjMinimizedPolls	Hotjar cookie that is set when a user minimises an on-site survey widget. It is used to ensure that the widget remains minimised when the user navigates through your site.	Analytics & UI / UX	365 days
Hotjar Ltd.	_hjShownFeedbackMessage	Hotjar cookie that is set when a user minimizes or completes Incoming Feedback. This is done so that Incoming Feedback will immediately load as minimised if the user navigates to another page where it is set to display.	Analytics & UI / UX	365 days
Hotjar Ltd.	_hjSessionTooLarge	Causes Hotjar to stop collecting data if a session becomes too large. This is automatically determined by a signal from the WebSocket server if the session becomes larger than the limit.	Analytics & UI / UX	Session

Operator	Cookie Name	Description	Purpose	Lifetime
Hotjar Ltd.	_hjSessionRejected	If present, this cookie shall be set to '1' for the duration of a user's session, if Hotjar refused the session to connect to our WebSocket due to server overload. This cookie is only applied in extremely rare situations to prevent serious performance problems.	Analytics & UI / UX	Session
Hotjar Ltd.	_hjSessionResumed	A cookie that is set when a session/recording is reconnected to Hotjar servers after a disconnection.	Analytics & UI / UX	Session
Hotjar Ltd.	_hjid	Hotjar cookie that is set when the customer first enters a page with the Hotjar script. It is used to store the Hotjar User ID, unique to that site, in the browser. This ensures that behaviour on subsequent visits to the same site will be attributed to the same User ID.	Analytics & UI / UX	365 days
Hotjar Ltd.	_hjRecordingLastActivity	This should be found in Session storage (as opposed to cookies). It is updated when a user recording starts and when data is sent via the WebSocket (the user performs an action that Hotjar records).	Analytics & UI / UX	Session
Hotjar Ltd.	_hjTLDTest	When the Hotjar script is run, we try to determine the most general cookie path to use, rather than the hostname of the page. This is done so that cookies can be shared across subdomains (if applicable). To determine this, we try to store the _hjTLDTest cookie for several URL subring alternatives until it fails. After this check the cookie is deleted.	Analytics & UI / UX	Session

Operator	Cookie Name	Description	Purpose	Lifetime
Hotjar Ltd.	_hjUserAttributesHash	User attributes sent via the Hotjar Identify API are cached for the duration of the session to know when an attribute has changed and needs to be updated.	Analytics & UI / UX	Session
Hotjar Ltd.	_hjCachedUserAttributes	This cookie stores user attributes sent via the Hotjar Identify API when the user is not in the sample. Collected attributes will only be stored on Hotjar servers if the user interacts with a Hotjar Feedback tool, but the cookie will be used regardless of whether a Feedback tool is present.	Analytics & UI / UX	Session
Hotjar Ltd.	_hjLocalStorageTest	This cookie is used to check whether the Hotjar Tracking Script can use local storage. If it can, a value of 1 is set in this cookie. The data stored in_hjLocalStorageTest has no expiry time, but it is deleted almost immediately after it is created.	Analytics & UI / UX	Below 100ms
Hotjar Ltd.	_hjIncludedInPageviewSample	This cookie is set to let Hotjar know whether that user is included in the data sampling defined by your site's pageview limit.	Analytics & UI / UX	30 minutes.
Hotjar Ltd.	_hjIncludedInSessionSample	This cookie is set to let Hotjar know whether that user is included in the data sampling defined by your site's daily session limit.	Analytics & UI / UX	30 minutes.

Operator	Cookie Name	Description	Purpose	Lifetime
Hotjar Ltd.	_hjAbsoluteSessionInProgress	This cookie is used to detect the first page view session of a user. This is a true/false flag set by the cookie.	Analytics & UI / UX	30 Minutes
Hotjar Ltd.	_hjFirstSeen	This is set to identify the first session of a new user. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording Filters to identify new user sessions.	Analytics & UI / UX	Session
Hotjar Ltd.	_hjViewportId	This stores information about the user's viewport, such as size and dimensions.	Analytics & UI / UX	Session
Hotjar Ltd.	_hjRecordingEnabled	This is added when a recording starts and is read when the recording module is initialised to see if the user is already in a recording in a particular session.	Analytics & UI / UX	Session
Google Analytics	__utma	Used to distinguish users and sessions. The cookie is created when the javascript library is executed and no existing __utma-cookies exist. The cookie is updated each time data is sent to Google Analytics.	Analytics	2 years after setting/update
Google Analytics	__utmt	Used to limit the search speed.	Analytics & Performance	10 minutes.
Google Analytics	__utmb	Used to determine new sessions/visits. The cookie is created when the javascript library is executed and no existing __utmb cookies exist. The cookie is updated each time data is sent to Google Analytics.	Analytics	30 minutes from setting/update

Operator	Cookie Name	Description	Purpose	Lifetime
Google Analytics	__utmc	Not used in ga.js. Set for interoperability with urchin.js. Historically, this cookie worked in conjunction with the __utmb cookie to determine if the user was in a new session/visit.	Analytics	Session
Google Analytics	__utmz	Stores the traffic source or campaign that explains how the user reached your site. The cookie is created when the javascript library is executed and is updated each time data is sent to Google Analytics.	Analytics	6 months after setting/update
Google Analytics	__utmv	Used to store visitor level custom variables data. This cookie is set when a developer uses the _setCustomVar method with a visitor modified variable. This cookie was also used for the deprecated _setVar method. The cookie is updated each time data is sent to Google Analytics.	Analytics	2 years after setup/update

5.3 Marketing cookies

We use marketing cookies to track visitors to websites. The aim is to show ads that are relevant and attractive to the individual user and therefore more valuable to publishers and third-party advertisers.

Operator	Cookie Name	Description	Purpose	Lifetime
Facebook	_fbp	Store and track website visits and share data with Facebook for marketing purposes	Analytics and advertising	3 months
LinkedIn	_li_id.07de	Sharing data with LinkedIn for marketing purposes	Analytics and advertising	2 years
LinkedIn	_li_ses.07de	Sharing data with LinkedIn for marketing purposes	Analytics and advertising	Session

Operator	Cookie Name	Description	Purpose	Lifetime
LinkedIn	AnalyticsSyncHistory	Sharing data with LinkedIn for marketing purposes	Analytics and advertising	2 years
LinkedIn	bcookie	LinkedIn sets this cookie from LinkedIn share buttons and ad tags to recognise browser ID.	Analytics and advertising	2 years after setting/update
LinkedIn	Bscookie	LinkedIn sets this cookie to save actions performed on the website.	Analytics and advertising	2 years after setting/update
LinkedIn	lidc	Save actions performed on the website & share data with LinkedIn for marketing purposes	Analytics and advertising	1 day
LinkedIn	UserMatchHistory	To provide advertising and retargeting and share data with LinkedIn for marketing purposes	Analytics and advertising	30 days
LinkedIn	long	Sharing data with LinkedIn	Analytics and advertising	Session
LinkedIn	BizoID	Sharing data with LinkedIn	Analytics and advertising	179 days
YouTube	YSC	Records a unique ID to keep track of what videos the visitor has watched on YouTube	Analytics	Session
YouTube		records data on the basis of videos embedded on the website and links these with other Google services in order to display targeted advertising to the visitor, both on its own and other websites	Analytics	1 year

Operator	Cookie Name	Description	Purpose	Lifetime
YouTube		records data on the basis of videos embedded on the website and links these with other Google services in order to display targeted advertisements to the visitor, both on its own and other websites	Analytics	2 years

5.4

5.5 *List of third parties using cookies on our website*

Name Third Party	Purpose of cookies set by third parties	Third party items	Link to Cookie and Privacy Policy
Google LLC	Analytics and advertising	Internet-related services and products, including online advertising and search engine services	https://policies.google.com/technologies/partner-sites https://policies.google.com/privacy https://policies.google.com/technologies/cookies https://policies.google.com/technologies/ads
Hotjar Ltd.	Analytics, Performance, UI & UX	A set of tools that allow website owners to optimise their websites based on user interaction, and to collect user feedback and provide contact forms	https://www.hotjar.com/legal/policies/privacy
Facebook	Analytics and advertising	Social media platform enabling analysis of websites and advertising	https://www.facebook.com/policy.php/
LinkedIn	Analytics and advertising	Social media platform enabling analysis of websites and advertising	https://www.linkedin.com/legal/cookie-policy

6. Contact Us

For more information on the use of cookies on our website, please contact us at:

By post:

DEMOCO GROUP NV
Herkenrodesingel 4b
3500 Hasselt

By e-mail: GDPR@democo.be

For more information on how we process personal data, including through the use of cookies, please refer to our Privacy Policy.