

## 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](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://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    | saves visitor preferences for viewing embedded YouTube videos        | Functional  | Session                 |
|                    | yt-remote-connected-devices |  |             |                         |
|                    | yt-remote-device-id         |  |             |                         |
|                    | yt-remote-fast-check-period |  |             |                         |
|                    | yt-remote-session-app       |  |             |                         |
|                    | yt-remote-session-name      |  |             |                         |
| YouTube            | yt-remote-connected-devices | stores visitors' preferences for viewing embedded YouTube videos     | Functional  | Persistent              |
|                    | yt-remote-device-id         |  |             |                         |
| YouTube            | APISID<br>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 subbing 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   | <a href="https://policies.google.com/technologies/partner-sites">https://policies.google.com/technologies/partner-sites</a><br><a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a><br><a href="https://policies.google.com/technologies/cookies">https://policies.google.com/technologies/cookies</a><br><a href="https://policies.google.com/technologies/ads">https://policies.google.com/technologies/ads</a> |
| 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 | <a href="https://www.hotjar.com/legal/policies/privacy">https://www.hotjar.com/legal/policies/privacy</a>  |
| Facebook         | Analytics and advertising               | Social media platform enabling analysis of websites and advertising   | <a href="https://www.facebook.com/policy.php/">https://www.facebook.com/policy.php/</a>  |
| LinkedIn         | Analytics and advertising               | Social media platform enabling analysis of websites and advertising   | <a href="https://www.linkedin.com/legal/cookie-policy">https://www.linkedin.com/legal/cookie-policy</a>  |

## 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](mailto:GDPR@democo.be)

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

