

PAGS COOKIE POLICY

1. WHO ARE WE?

- 1.1. We are PAGS BV, a company incorporated under Belgian law, having its registered office at Researchdreef 10, 1070 Anderlecht, Belgium (“PAGS”, “we”) and registered with the Crossroads Bank for Enterprises (*Kruispuntbank van Ondernemingen* or *KBO*) under enterprise number 0761.801.376.
- 1.2. We at PAGS provide a psychosocial analysis tool of choice to achieve efficient communication, interaction and analysis, as described on our website (<https://nl.pagsprofile.com>).
- 1.3. We value your right to privacy and make every effort to protect your personal data in accordance with applicable data protection law, including the General Data Protection Regulation (EU) 2016/679 ("GDPR") and national implementing legislation. In this Cookie Policy, we explain what cookies are, their purposes and which cookies we use. You can find more information about your privacy and data protection rights in PAGS privacy policy.
- 1.4. All concepts not explicitly defined in this Cookie Policy, have the same meaning as in our Terms and Conditions.

2. WHAT ARE COOKIES?

- 2.1. Cookies are small data or text files sent from a website and stored on your local computer. Cookies can be stored for different purposes; some cookies are of a technical nature (e.g. to store language preferences), session cookies (temporary cookies) and tracking cookies (cookies that follow and store your behaviour on the website in order to provide the user with the best possible user experience).
- 2.2. The Belgian Electronic Communications Act (implementation of the Telecommunications Act) contains some provisions regarding cookies and their use on websites. The Belgian implementation is derived from the European e-Privacy Directive. This directive implies that each EU member state has a certain discretion with regard to cookie legislation.

3. WHAT ARE THE PURPOSES OF COOKIES?

- 3.1. PAGS wants to inform the user as much as possible about this new legislation and about the cookies they use. Cookies are essential for us to optimise every visit to the website. For example, cookies remember every technical choice the user has made (e.g. choices regarding language, newsletter, etc.) and help to offer the user all relevant services and suggestions. The cookies with their different purposes are described more in detail under article 4 of this Cookie Policy.
- 3.2. If you want to visit our website, it is recommended to enable cookies. If you prefer not to, you can disable cookies by changing browser settings.

4. WHICH COOKIES DOES PAGS USE?

- 4.1. To visit our website, it is recommended to enable cookies on your computer, tablet or mobile phone. Without cookies enabled, PAGS cannot guarantee an optimal use of our website.
- 4.2. PAGS uses session, preference, security and tracking cookies. **Session cookies** are used to operate our Service. **Preference cookies** are used to remember your preferences and various settings. **Security cookies** are used for security purposes and **analytical cookies** are used for the compilation of statistics on the number of visitors, our most popular webpages, etc.

Name of the cookie	Purpose of the cookie	Personal data being processed	First or third party cookie	Retention period, if applicable
<ul style="list-style-type: none"> Google Analytics 	Scanning the website for cookies and mapping out all the tracking present and operating on the website	tracking and profiling on account of personal information, such as IP addresses, unique IDs and Client IDs	Third party cookie	remembers the specific user choices for a year and controls the cookies accordingly
<ul style="list-style-type: none"> Google Tag Manager 	Requiring cookie consent to function in compliance with the website	to control all tags on our website without manual configuration	Third party cookie	/
<ul style="list-style-type: none"> Hotjar 	Analysing the behaviours of the user on the website through a Hotjar cookie that is set when a user first lands on a page with the Hotjar script	It is used to persist the Hotjar User ID, unique to that website on the browser. This information includes the user's device and the location of the user.	Third party cookie	This ensures that behaviour in subsequent visits to the same website will be attributed to the same user ID. The data will be retained after the visit and recognizes the user ID at a later visit.
<ul style="list-style-type: none"> Hubspot 	Tracking to give us context for our website's visits for advertising purposes.	When someone arrives on a HubSpot tracked page, a cookie is added to their browser to remember which web pages she viewed. User activity data such as network monitoring, clicks, mouse position, scroll or keystroke logging are being collected.	Third party cookie	Though this cookie does not have any identity information for anonymous, first-time visitors, it can still store the visitor's pages viewed.

5. CONTACT US

5.1. If you have any questions about our cookie policy, please contact us at privacy@pagsprofile.com.