



COOKIE STATEMENT ALTURA

Introduction

Welcome to Altura's Cookie Statement. Here you will find information about cookies in general and which cookies we use on our Website. "Website" means www.altura.io.

What are cookies?

Cookies are small blocks of data created by a web server while a user is browsing a website and placed on the user's computer or other device by the user's web browser. Cookies are placed on the device used to access a website, and more than one cookie may be placed on a user's device during a session.

More information about enabling, disabling and deleting cookies can be found in the instructions and/or using the help function of your browser.

You can find out more about cookies in general at www.aboutcookies.org.

Permission

When you visit our Website, you can indicate via the cookie banner which categories of cookies you want to accept. We do not need your permission to place functional cookies. These cookies are always enabled because they are necessary for the proper functioning of our platform. We also do not need your consent for the analytical cookies that we place, because the way we use them has no or only a very limited impact on your privacy. We do need your permission to place tracking cookies. You can give this permission via the cookie banner.

The cookies we use

We use the following categories of cookies:

- **Functional cookies**

Name	Reason	Expiry time
Youtube	Our website has videos embedded among the other content. The Youtube Embed functionality requires these cookies.	216 hours

- **Analytics cookies**

Name	Reason	Expiry time
Google Analytics	To form an image of our target group and the people who visit	336 hours

	our website such as their interests, ages and locations.	
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Google Ads	Retargeting as a targeting function in Google AdWords, with which we show advertisements to users who have previously visited our website.	336 hours
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- **Tracking cookies**

Name	Reason	Expiry time
Hubspot	We use Hubspot to better understand the needs of our users, improve our service and the associated experience.	24 hours

Cookies on other websites

When you visit another website via our Website, that Website may also place cookies. We are not responsible for this. If you want to know which cookies that website places, you must view the cookie statement of that website.

Amendments

We adjust this Cookie Statement from time to time, for example to comply with new regulations or because we adjust the operation of our Website. The latest version of this Cookie Statement can always be consulted on our Website.