

Smart Office

Cookie Statement



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Preface

This is the Smart Office cookie statement. We value a qualitative, transparent and proactive approach. We therefore see it as our responsibility and mission to ensure that you have a positive experience with our website. Partly for this reason, we have chosen to often work with cookies that improve our website use (whether or not in the long term). In this cookie policy you will see all the cookies that Smart Office uses.

What are cookies?

Cookies are small text files that are stored by an internet page on a PC, mobile phone or tablet. Because of these text files, the site responds in a predetermined manner. The site recognizes by a cookie, for example, when you are logged in. There are also cookies that collect information about the visit: which information is stored by which cookie can differ.

Cookie Purposes

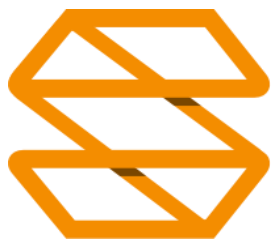
The cookies are primarily intended to offer you as a visitor an optimal service and user experience. In addition, cookies are also placed for our own analysis, as well as for marketing purposes.

1. Types of cookies

In a general sense, three types of cookies can be distinguished. Read more about these cookie types below:

- Necessary cookies
Necessary cookies are used to improve the functionality of the site and make it work properly. An example of this are cookies that ensure that certain parts of the website are inaccessible if the visitor is not logged in.
- Analytical cookies
Analytical cookies are cookies that mainly keep data about the website. These are intended, for example, to map how the site is used by visitors and where improvements can be made. By using analytical cookies, it can be tracked, for example, whether a page of the website loads correctly. In essence, analytical cookies are cookies that serve as feedback to improve the experience of the site for the visitor.
- Marketing cookies
These cookies are used to show targeted advertisements to the visitor. The moment you are looking for a term that has to do with the services we provide, you may see an advertisement from us.

Below we offer you an overview of the cookies that are placed by Smart Office. All cookies are categorized based on their function. These cookies are displayed with the associated retention periods.



1.1. Necessary cookies

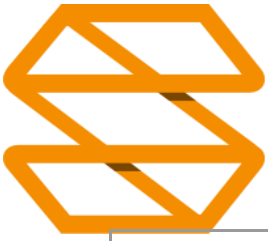
Necessary cookies are used for certain functions of the website to work properly. Below you will find an overview of the necessary cookies that Smart Office places. The storage period is also displayed.

Cookie	Purpose	Storage period
CONCRETE5	Registers whether the user is logged in. This allows the website owner to make parts of the website inaccessible, based on the user's log-in status.	Session
Frontend	Stores a random ID which ensures that a user can be uniquely identified as a guest or logged-in user.	Session
Li_gc	Stores the user's cookie consent state for the current domain.	2 years

1.2. Analytical cookies

Below you will find an overview of the analytical cookies that are placed and what the functions are of these cookies. The storage period is also displayed.

Cookie	Purpose	Storage period
_clck	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1 year
_clsk	Registers statistical data on user's behavior on the website. Used for internal analytics by the website operator.	1 day
_cltk	Registers statistical data on users' behavior on the website. Used for internal analytics by the website operator.	Session
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
ga#	Used by Google analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years
_gat	Used by Google Analytics to throttle request rates.	1 day
_gd#	Unclassified.	Session
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
_hjAbsoluteSessionInProgress	This cookie is used to count how many times a website has been visited by different visitors- this is done by assigning the visitor an ID, so the visitor does not get registered twice.	1 day
_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.	1 day
_hjIncludedInPageviewSample	Determines if the user's navigation should be registered in a certain statistical place holder.	1 day
_hjIncludedInSessionSample	Registers data on visitors' website behavior. This is used for internal analysis and website optimization.	1 day
hjSession#	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 day



hjSessionUsers#	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 year
AnalyticsSyncHistory	Used in connection with data-synchronization with third-party analysis service.	29 days
c.gif	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	Session
CLID	Collects data on the user's navigation and behavior on the website. This is used to compile statistical reports and heatmaps for the website owner.	1 year
TawkConnectionTime	Allows the website to recognize the visitor, in order to optimize the chat-box functionality.	Session

Regarding the use of Google Analytics, we would like to make a few more points. First of all, we apply Google Analytics in a privacy-friendly way. This means that we have arranged the following matters:

- We have entered into a processor agreement with Google;
- Sharing data with third parties is always done anonymously within Google Analytics;
- We do not use other Google services via Google Analytics cookies.

The information is collected and then transferred to Google LLC in the United States of America (and stored there on Google servers). Since in this situation the personal data concerned is transferred to an organization outside the EEA, we will ensure that appropriate measures are taken to ensure an adequate level of protection of your personal data in accordance with applicable data protection law. In general, we will enter into standard contractual terms (as approved by the European Commission) with the recipient. For more information about data processing in the context of Google Analytics: read [Google's privacy policy](#), as well as the [privacy policy of Google Analytics](#).

Do you want to ensure that Google Analytics cookies are not placed on your devices when you visit our website? [Then download and install the Google Analytics Opt-out Browser Add-on.](#)

1.3. Marketing cookies

On the page below you will find an overview of the marketing cookies that Smart Office uses and what the functions of these cookies are. The storage period is also displayed.

Cookie	Purpose	Storage period
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months
_uetclid	Collects data on visitor behavior from multiple websites, in order to present more relevant advertisement- This also allows the website to limit the number of times that they are shown the same advertisement.	1 day
_uetclid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Persistent
_uetclid_exp	Contains the expiry-date for the cookie with corresponding name.	Persistent

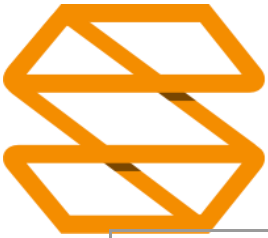


_uetvid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	1 year
_uetvid	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Persistent
_uetvid_exp	Contains the expiry-date for the cookie with corresponding name.	Persistent
Ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.	Session
ANONCHK	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.	1 day
Bcookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 years
Bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 years
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
Lang	Set by LinkedIn when a web page contains an embedded "Follow us" panel.	Session
lidc	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1 day
MUID	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronizing the ID across many Microsoft domains.	1 year
MUID	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronizing the ID across many Microsoft domains.	1 year
SM	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	Session
SRM_B	Tracks the user's interaction with the website's search-bar-function. This data can be used to represent the user with relevant products or services.	1 year
Tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session
UserMatchHistory	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	29 days
venc	A cookie from WiQhit, this cookie creates recommendations on the site.	1 day
Veuid	A cookie from WiQhit, this cookie creates recommendations on the site.	2 years

1.4. Functional cookies

Other cookies mainly relate to cookies that oversee the functionality of certain functions. In contrast to the cookies that indicate information, these cookies ensure that certain functions work.

Cookie	Purpose	Storage period
Lang	Remembers the user's selected language version of a website	Session



Twk_idm_key	Allows the website to recognize the visitor, in order to optimize the chat-box functionality.	Session
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Do you have any questions about our cookie policy? Please feel free to contact us using the details below. Would you like to know more about our privacy practices? Check out [our privacy statement](#).

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Chamber of Commerce no. 33186563

Our Data Privacy Officer: Weroen Ramautar, can also be reached via privacy@merin.nl.

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