

COOKIE STATEMENT

AIR SO PURE
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NEDERLAND

AIRSOPURE.NL
INFO@AIRSOPURE.NL

1. MAPPING YOUR VISIT OF OUR WEBSITE

A. COOKIES

- i. A cookie is a small text file that is stored by the browser of your computer, tablet or smartphone when you first visit this website.
- ii. Air So Pure uses different types of cookies:
 - a. Functional cookies: These are cookies with a purely technical functionality. These ensure that the website works properly, so that it can, for example, remember your preferred settings. Using these, we can also optimize our website and the services through our website.
 - b. Analytic cookies by third parties: These cookies can keep track of your online behaviour. These cookies are used by Google Analytics.
 - c. Tracking cookies: These cookies are placed by an external party. By reading these cookies the advertiser recognizes you when you visit a site in which he is also involved. If you continue browsing, personalized ads can be shown. These cookies can also keep track of your online behaviour, which may result in a very specific profile being built by these parties. This profile can be so detailed that it is considered personal data.

B. CHANGE COOKIE SETTINGS

- i. Your cookie settings were set by you on your first visit to our website. All non-functional cookies can be denied per category. Placement of cookies, other than functional or anonymous analytical cookies, takes place only after an active action by you as a visitor. You can change your settings at any time via our website

C. LEGAL BASIS OF DATA PROCESSING

- i. Functional cookies: The basis for processing functional cookies is the legitimate interest of Air So Pure. The interest of Air So Pure is based on the need to ensure proper functioning of the website. However, the user's interest in maintaining his or her privacy is not exceeded, as functional cookies do not collect personal data that can be used for marketing or other purposes.
- ii. Analytical and tracking cookies: The basis for processing analytical and tracking cookies concerns the consent given to Air So Pure}. This article provides that the processing of personal data is only allowed if the data subject has given his or her unambiguous consent. The requested consent gives you, the user, control over your personal data and provides transparency on how this data is used.

2. COOKIE OVERVIEW

A. COOKIE NAME, COOKIE TYPE, COOKIE FUNCTION AND THE RETENTION PERIOD

- i. The different types of cookies that the Air So Pure website uses are shown in the table below.
- ii. On airsopure.nl, there are a total of 27 different cookies. The following cookies are placed on the visitor's hard drive when you visit the Air So Pure website:

B. COOKIE TABLE

Name	Type(s)	Cookies	Duration
Google Analytics (anon.)	Analytical (anonymous)	_ga	2 years
Google Analytics (anon.)	Analytical (anonymous)	_ga_EDKD6XJPPG	2 years

These cookies are set by Google Analytics. This measures how many users visit the website, and how they use the website. Your IP address is masked, keeping you anonymous as a visitor.

Hubspot	Tracking	__hssc	End of session
Hubspot	Tracking	__hssrc	End of session
Hubspot	Tracking	__hstc	6 months
Hubspot	Tracking	hubspotutk	6 months

Hubspot's `__hstc` cookie is the most important cookie for tracking visitors. It contains the domain, user tracking token, the first timestamp (first visit), the last timestamp (last visit), the current timestamp (this visit) and the session number (steps for each subsequent session). This cookie keeps track of the sessions. This is used to determine whether HubSpot should increase the session number and time stamps in the `__hstc` cookie. When HubSpot changes the session cookie, the cookie `__hssrc` is set to determine whether the visitor has restarted his browser. Cookie `hubspotutk` is used to track a visitor's identity. This cookie is transmitted to HubSpot when submitting the form and is used to deduplicate contacts.

Hubspot (functional)	Functional	__cf_bm	End of session
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These cookies are used to distinguish between people and bots. This is beneficial for the website to be able to create valid reports on the usage of their website.

3. GOOGLE ANALYTICS

A. GOOGLE

- i. Through our website, a cookie is set by Google. These cookies are part of Google Analytics. We use this service to examine how you, as a visitor, use our website and Google produces insightful reports on this for us.
- ii. Google may provide this information to third parties if Google is legally required to do so, or insofar as third parties process the information on Google's behalf. Air So Pure has no influence on this.

B. PRIVACY SETTINGS

- i. Through this cookie statement, we inform you about the use of Google Analytics.
- ii. Air So Pure has entered into a processing agreement with Google;
- iii. No use is made of Google Signals;
- iv. Collected data is not linked to other Google services;
- v. Your IP address is anonymised so that your location is not traceable.

4. THIRD PARTIES' WEBSITES AND AMENDMENTS

- i. This cookie statement does not apply to third-party websites linked to our website. It is not possible for Air So Pure to guarantee that these third parties handle your personal data in a reliable and secure manner. However, Air So Pure is committed to ensuring the same level of security of your data.
- ii. Always consult these websites' privacy statement before using these websites.
- iii. A known third party is Google, read here (<https://business.safety.google/privacy/>) they also handle personal data.
- iv. This cookie statement is subject to change. When it is changed, you will be asked again to give permission to place the modified cookies. The current version of this cookie statement is 20250730.

5. ACCESSING, ADJUSTING OR DELETING YOUR DATA

A. YOUR RIGHTS

- i. You have the right to
 - a. access your personal data,
 - b. request an adjustment of your data
 - c. request that less of your data be processed by us,
 - d. apply for the removal of your data,
 - e. have your data transferred to someone else and
 - f. file a complaint as described in article 6.
- ii. If you have any questions or comments about the way Air So Pure processes your data, please send them to info@airsopure.nl.
- iii. Air So Pure will respond to your request as soon as possible, but at least within four weeks.

6. RIGHT TO COMPLAIN

A. INTERNAL HANDLING

- i. If you have any complaints about the processing of (personal) data, Air So Pure would like to clear the air with you in mutual consultation. Please send your complaint to info@airsopure.nl.

B. DATA PROTECTION AUTHORITY

- i. Based on the General Data Protection Regulation, you have the right to submit a complaint to your own Data Protection Authority about our processing of your personal data. You can contact the lead supervisory authority of Air So Pure, which is the Dutch DPA (Autoriteit Persoonsgegevens). For more information on your right to complain, please visit the Dutch DPA's website: <https://autoriteitpersoonsgegevens.nl/en>.