COOKIE STATEMENT

BRANDED PERSONALITIES
TOBIAS ASSERLAAN 150
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NEDERLAND

BRANDEDU.NL
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COC 52577724

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. Branded Personalities 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 Branded Personalities. The interest of Branded Personalities 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 Branded Personalities}. 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 Branded Personalities website uses are shown in the table below.
ii. On brandedu.nl, there are a total of 88 different cookies. The following cookies are placed on the visitor's hard drive when you visit the Branded Personalities website:

B. COOKIE TABLE

Name	Type(s)	Cookies	Duration
Clarity	Tracking	_clck	1 years
Clarity	Tracking	_clsk	23 hours
Clarity	Tracking	CLID	1 years
Clarity	Tracking	MUID	1 years
Clarity	Tracking	SM	End of session

These cookies are set by Clarity. Information is collected about how the website visitor uses the website. This makes it possible to check what exactly the visitor clicks on, so that the website can be optimised on the basis of this information.

Cloudflare	Functional	__cf_bm	End of session

Cloudflare is a platform that improves the performance and security of websites. These cookies identify and track the user, among other things to run a load balancer and a bot manager. A cookie is also used to determine whether web traffic is trusted. This processing takes place in the United States of America.

CookieCode	Functional	PraivacyAudit	1 years
CookieCode	Functional	PraivacyCookieConsent	1 years

The PraivacyCookieConsent cookie records your preferences with regard to allowing cookies. With the PraivacyAudit cookie you can later retrieve, in an anonymous way, what permission you have given for the placement of cookies.

Facebook	Tracking	_fbp	3 months

Facebook uses different cookies. Collected user data is specifically adapted to the user or device. The user can also be followed outside of the loaded website, creating a picture of the visitor's behavior

Google Analytics	Analytical	_ga	2 years
Google Analytics	Analytical	_ga_YS8TS7D72C	2 years

These cookies are set by Google Analytics. These cookies give us a better picture of visitor behaviour on the website. This is used to improve the user experience on the website. This processing takes place in the United States of America. Read here how Google handles your data: https://business.safety.google/privacy/ (https://business.safety.google/privacy/)

Hotjar	Analytical, Tracking	_hjSession_1129495	End of session
Hotjar	Analytical, Tracking	_hjSessionUser_1129495	1 years

These cookies are set by Hotjar. They provide analysis and feedback of the website based on the user's visit. In this way it is possible to adapt the website to the wishes of the visitors.

LinkedIn	Functional, Analytical, Tracking	bcookie	1 years

Name	Type(s)	Cookies	Duration
LinkedIn	Functional, Analytical, Tracking	li_gc	6 months
LinkedIn	Functional, Analytical, Tracking	lidc	23 hours
These cookies are placed by LinkedIn and investigate which pages the user of the website visits. In addition, the cookies ensure that the visitor can share information with others via LinkedIn.			
PixelYourSite	Tracking	pys_landing_page	1 weeks
Sourcebuster JS	Analytical	sbjs_current	End of session
Sourcebuster JS	Analytical	sbjs_current_add	End of session
Sourcebuster JS	Analytical	sbjs_first	End of session
Sourcebuster JS	Analytical	sbjs_first_add	End of session
Sourcebuster JS	Analytical	sbjs_migrations	End of session
Sourcebuster JS	Analytical	sbjs_session	End of session
Sourcebuster JS	Analytical	sbjs_udata	End of session
This cookie is to identify the source of a visit and store user action information about it in a cookies. This is a analytic and behavioural cookie used for improving the visitor experience on the website.			
Vimeo	Analytical, Tracking	vuid	2 years
These cookies are set by vimeo.com and player.vimeo.com. They ensure that the video playback can take place. They also analyze the IDs of the visitors. Subsequently, the visitors gets to see personalised ads on other websites. This processing takes place in the United States of America.			
Vimeo (functional)	Functional	player	1 years
These functional cookies ensure that the Vimeo video player works.			
YouTube	Tracking	VISITOR_INFO1_LIVE	6 months
YouTube	Tracking	VISITOR_PRIVACY_METADATA	6 months
YouTube	Tracking	YSC	End of session
These are cookies that are placed by YouTube to analyze the behavior of visitors. A YouTube video is placed on the site and when the user views it, information is released.			

3. GOOGLE ANALYTICS

A. GOOGLE

i. Through our website cookies are placed by a company called Google. These cookies are part of the "Analytics" service. We use this service to investigate how you as a visitor use our website. Google makes insightful reports about this for us.
ii. Google may provide this information to third parties if Google is legally obliged to do so, or if third parties process the information on behalf of Google. Branded Personalities has no influence on this.

B. PRIVACY SETTINGS

i. By means of this cookie statement we inform you about the use of this type of cookie.
ii. Branded Personalities has concluded a processor agreement with Google.
iii. The information that Google collects is anonymized as much as possible. We used IP-masking, so that your location is not traceable.
iv. We prohibited Google to use the gathered data for other products and services by Google companies (like e.g. AdWords and DoubleClick)

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 Branded Personalities to guarantee that these third parties handle your personal data in a reliable and secure manner. However, Branded Personalities 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 20260123.

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 Branded Personalities processes your data, please send them to nancy@brandedpersonalities.com.
iii. Branded Personalities 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, Branded Personalities would like to clear the air with you in mutual consultation. Please send your complaint to nancy@brandedpersonalities.com.

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 Branded Personalities, 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.