

## Cookie Policy

**Latest update: 01/07/2019**

This Cookie Policy explains what cookies are and how we use them. You should read this policy so you can understand what type of cookies we use, the information we collect using cookies and how that information is used. For further information on how we use, store and keep your personal data secure, see our Privacy Policy.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Cookie Policy please contact:

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<b>Address</b>	Science Park 400, 1098 XH Amsterdam
<b>Telephone</b>	+31 20 752 0000
<b>E-mail</b>	info@sowiso.com
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### What are cookies?

Cookies are little text files which are stored on the browser or hard drive of your computer or mobile device when you visit a webpage or application. Cookies work to make your experience browsing our site as smooth as possible and they remember your preferences so you don't have to insert your details again and again. There are different types of cookies. Some cookies come directly from our website and others come from third parties which place cookies on our site.

Cookies can be stored for varying lengths of time on your browser or device. Session cookies are deleted from your computer or device when you close your web-browser. Persistent cookies will remain stored on your computer or device until deleted or until they reach their expiry date.

We are 3 varieties of cookies which operate on our website:

#### 1. The essentials

Some cookies are essential for you to be able to experience the full functionality of our site. Without these cookies, some parts of our site just won't work as they should.



## 2. The customisers

These cookies (also called functional cookies) allow our site to remember your preferences, helping you to customise your experience on our site..

## 3. The performance improvers

These cookies tell us about how you use the site and they help us to make it better. This helps us to improve the way our site works, for example, by ensuring that users find what they are looking for easily.

## How do we use cookies?

We use cookies to enhance your browsing experience by:

- Recognising when you log in and any preferred settings.
- Analysing how you use our site which helps us to troubleshoot any problems and to monitor our own performance.

## What types of cookies do we use?

Our cookies are essentials and customisers. They allow you to navigate our site, log-in, add products to your basket, set the language settings, display the correct page for the device you are using, verify your details when you make an order and they allow us to process payment for an order.

To opt out of these cookies you will need to change the settings on your browser [Cookie preferences](#). If you choose to block these cookies our website may not work as it should and any preferences you have may be lost.

We will never use targeter cookies (also called advertising cookies) which are used to deliver advertised content which is relevant to you and they can be used to track the effectiveness of our ad campaigns on third party websites.

## Google Analytics

[Google Analytics](#) is a tool that helps us measure how users interact with website content. As a user navigates between web pages, Google Analytics provides website owners JavaScript tags (libraries) to record information about the page a user has seen, for example, the URL of the page. The Google Analytics JavaScript libraries use [HTTP Cookies](#) to "remember" what a user has done on previous pages/interactions with the website. For more information on Google Analytics cookies see: <https://policies.google.com/privacy?hl=en-US>



## Hotjar

We use Hotjar, a technology service that helps us better understand our user's experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on [this link](#). You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

## How do you change cookie preferences or block cookies?

Within your browser, you can choose whether you wish to accept cookies or not. Different browsers make different controls available to you. Generally, your browser will offer you the choice to accept, refuse or delete cookies at all times, or those from providers that website owners use i.e. third-party cookies or those from specific websites. Each browser's website should contain instructions on how you can do this.

For further information please refer to [www.aboutcookies.org/how-to-delete-cookies/](http://www.aboutcookies.org/how-to-delete-cookies/)

If you block cookies on our website, you may be unable to access certain areas of our website and certain functions and pages will not work in the usual way.

## Changes to the Cookie Policy

We may update this Policy from time to time. If we make significant changes we will let you know but please regularly check this Policy to ensure you are aware of the most updated version.

