

# Avy - Cookie Policy

Version April 2021

## Online privacy cookies

Welcome on the Avy website ([www.avy.eu](http://www.avy.eu)). Our website uses cookies. A cookie is a small text file that gathers information that makes navigating our website easier, and optimizes your visit. These cookies are sent to your device when you visit our website. They serve to:

- Customise the size of the site and content to your device
- Analyse visitor behaviour (anonymously), to optimize your user experience
- Show you relevant ads or stop showing them on third party websites

We think it's important that you're in charge of your online privacy, which is why we want to be transparent about the cookies we use and what we use them for.

## Which cookies do we need your permission for?

Avy uses cookies to improve your site performance, facilitate social media sharing and offer ads tailored to your interests. We don't need permission for functional cookies and analytical Google Analytics cookies. However, we'd like to get your permission for other cookies like *social media cookies*, *third party cookies* or *advertising cookies*. We only place these after your permission, which we'll always ask your consent through a pop-up shown during your first visit. You can choose to adjust your preferences in your cookie settings, found in your browser settings. Another option is to delete your cookies. You'll find more info at the bottom of this document (check the chapters Browser settings or Delete cookies).

When you disable the cookies in your browser it might happen that our website or certain parts will perform less than you're used to.

## Functional cookies

To provide you with an excellent user experience on our website, we offer different functionalities with accompanying cookies:

Cookie	Description and purpose	Due time	First party or third party cookie?
Osano Cookie Consent Status	Determines when the cookie notification needs to be shown or not	30 days	First party

## Analytical cookies

Analytical cookies enable us to measure the performance of our website. These stats show us the number of visits on our website, what information visitors are looking for and the most popular pages compared to the least viewed. From these cookies, we can optimise the website and make it more user friendly. These stats are anonymised and cannot be traced on a personal level. We use a Google cookie to track these data and Google Analytics to perform and analyze among other things, the following measurements:

- Keeping track of the number of website visitors
- Tracking the duration of the visit
- Browser and device data like operating system and screen size

Cookie	Description and purpose	Due time	First party or third party cookie?
<a href="#">Google Analytics</a>	Tracking website usage and behaviour visitors	24 months	Third party
<a href="#">Google Tag Manager</a>	Loads Google Tag Manager (GTM) Container. This cookie is associated with sites that use GTM to implement scripts and pixels on the page. This cookie helps to classify and label the information on our website.	1 minute	Third party
<a href="#">Hubspot Pixel</a>	The pixel detects visits to our website, this data is the basis for creating ad audiences, which we can use to target ads at specific visitors	30 minutes	Third party

## Advertising cookies

We use cookies to promote our company through online ads. We try to target these ads to be as specific and relevant as possible to each user's experience. Your internet search behaviour is reflected in the type of banners shown to you on (publisher) websites. To make this possible, your search entries are indexed from these (publisher) websites and stored in a third party cookie. We also measure the source of external websites from

which people visit our website. For example, when visiting our site through a paid Google ad, a Google cookie will be placed in your browser. This is needed to trace and pay for the ads. These cookies enable us to:

- Track which ads you already viewed so you don't see them too often
- Track how many visitors click on ads

Cookie	Description and purpose	Due time	First party or third party cookie?
<a href="#">Google Adwords Conversion</a>	Measure pixel (code) to track Google Adwords (SEA/paid search) conversions on our website	24 months	Third party
<a href="#">Facebook Pixel</a>	Helps to measure the effectiveness of our ads by measuring website behaviour of visitors coming from Facebook	6 months	Third party
<a href="#">Facebook Conversion Tracking</a>	Measure pixel (code) to track Facebook conversions on our website	6 months	Third party
<a href="#">LinkedIn Ads</a>	Enables us to promote relevant company updates and promoted posts to targeted audiences	6 months	Third party
<a href="#">LinkedIn Analytics</a>	Helps to analyze interaction with our LinkedIn page, to see how often people click or react on the posts and how often they continue to our website and to what pages	6 months	Third party
<a href="#">LinkedIn Conversion Tracking</a>	Measure pixel (code) to track LinkedIn conversions on our website	6 months	Third party

Seeing as not all our ads rely on cookies, it may still be possible to see our ads online when you turn off cookies.

## Social media cookies

When you share a blogpost from our website on Facebook, Twitter or LinkedIn, we can not prevent those sites from placing a cookie. We'd like to make you aware of the statements on their websites [Facebook](#), [LinkedIn](#) or [Twitter](#), and advise you to frequently check these.

## Browser settings

If you don't want the Avy website placing cookies in your browser, adjust your browser settings. You'll get a notification before cookies are stored. Refusing all cookies or only third party cookies, is also an option. You can also choose to delete cookies that are already placed. For each browser, device or computer you'll have to adjust the settings separately. Refusing cookies won't prevent you from receiving ads, the ads will simply not be customized to your interests. How you adjust your settings differs per browser:

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer](#)
- [Safari](#)

If you want to turn off cookies from specific companies, check: [www.youronlinechoices.com](http://www.youronlinechoices.com).

## Avy's Privacy Policy

With the use of some cookies, personal data is involved. In our [Privacy Policy](#) you'll read our internal guidelines for handling (personal) data.

## Who is responsible?

Avy's website is managed and owned by Avy BV, Donauweg 21, 1043 AJ Amsterdam. For questions please contact us at [hello@avy.eu](mailto:hello@avy.eu).