

Cookie Statement

Brightfox Belgium is committed to your privacy and processing of your personal data. We therefore make every effort to explain plainly and clearly with this cookie statement which cookies we use on our website and how we collect personal data. We also explain what we use them for and what your rights are in this respect.

When you visit our website, we may process personal data using online techniques such as cookies, trackers, scripts, and similar technologies (hereinafter referred to as "cookie(s)"). In principle, however, these technologies always serve the same purpose: the retrieval and tracking of information on your device, so throughout this cookie statement we will continue to use the well-known term: 'cookie(s)'. They can be (1) essential cookies that are strictly necessary to send a message via an electronic communications network, to ensure the security of our website or to store information about the provision of a service that you expressly requested; (2) functional cookies that further shape your use of our website; (3) analytical cookies to measure and analyse your use of our website; (4) marketing cookies to deliver (personalised) advertisements; and (5) other third-party cookies that we allow on our website.

The version of this cookie statement (version: 3.0) dates from May-28 2025

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1 Scope

This cookie declaration applies to www.brightfox.be

2 Who implies 'we'?

"We", or "our" Brightfox Belgium with registered office in Veldkant 33 – 2550 Kontich, with business registration number BE0821305136.

If you have any questions, comments or complaints regarding this cookie statement or the processing of your personal data or wish to exercise any of your rights, please contact us by e-mail to dpo@brightfox.be.

3 What exactly are Cookies?

When you visit our website, we may process personal data using online technologies such as trackers, cookies, scripts, and similar technologies (hereinafter referred to as 'cookies'). cookies are small information files that a website asks your browser to store on your device when you visit a website or certain pages of that specific website. The cookie enables the website to "remember" your actions or preferences over time and apply them on subsequent visits. Examples include your preferred language or details of the pages you have visited.

Cookies contain at least a unique identification of a visitor and some information about this user. Furthermore, it usually includes the name of the website the cookie came from, how long the cookie remains on your device (the expiry date).

4 Which Cookies do we use?

We distinguish between our own cookies ('first party cookies') and cookies processed by third parties ('third-party cookies'). Our website places cookies on its own initiative but has also third parties that can place cookies (through integrations). More specifically:

- Proprietary cookies ("first party cookies"): these are cookies placed on our initiative. Only we have access to the information contained in the cookie.
- Third-party cookies: cookies that are set by a third party, other than our own. With these cookies the third-party has access to the data collected in the cookie.

A further distinction can be made based on the specific purpose of the cookie (see below). For each of these categories, we will always request your prior consent, unless these cookies are essential (to provide you with a service you have explicitly requested or for the proper technical functioning of a website).

4.1 Proprietary Cookies

4.1.1 Essential Cookies

Essential cookies are necessary to improve and ensure the proper functioning of a website such as the security and accessibility. Pursuant to applicable legislation and due to technical necessity, only an information obligation applies, and we are not obliged to request your consent for the use of such cookies. These cookies are set as soon as you visit the website.

Name	Expiration day	Content	Pupose
Cookiebot	Maximum Storage Duration: 1 year	CookieConsent	Stores the user's cookie consent state for the current domain
Google	Maximum Storage Duration: 6 months	NID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
Google	Maximum Storage Duration: Persistent	rc::a	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.
Google	Maximum Storage Duration: Session	rc::c	This cookie is used to distinguish between humans and bots.

4.1.2 Functional Cookies

These cookies ensure your optimal use of our website by personalising certain functionalities and remembering choices, the preferred language, or your location. You cannot reject these cookies if you wish to browse our website, but they are only set after a choice has been made regarding the placement of cookies.

Name	Expiration day	Content	Purpose
Linkedin	Maximum Storage Duration: 1 day	lidc	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.

4.1.3 Analytical Cookies

These cookies track your use of our website and allow us to further improve your experience. These Cookies show us which pages are most and least popular and how visitors move around the website. You may refuse these cookies and so the cookies below will only be placed if you accept the analytical cookies (by giving your consent).

Name	Expiration day	Content	Purpose
Leadinfo	Maximum Storage Duration: Persistent	snowplowOutQueue_#_post2	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.
Leadinfo	Maximum Storage Duration: Persistent	snowplowOutQueue_#_post2.expires	Registers statistical data on users' behaviour on the website. Used for internal analytics by the website operator.

4.1.4 Marketing Cookies

These cookies enable (personalised) marketing activities including 'retargeting' (showing ads) on own and other platforms. You can refuse these cookies and so the cookies below are only placed if you accept the analytical cookies (by giving your consent).

Name	Expiration day	Content	Purpose
Google	Maximum Storage Duration: 2 years	_ga	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
Google	Maximum Storage Duration: 2 years	_ga_#	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.
Leadinfo	Maximum Storage Duration: Persistent	_li_id.#	Tracks the individual sessions on the website, allowing the website to compile statistical data from multiple visits. This data can

			also be used to create leads for marketing purposes.
Leadinfo	Maximum Storage Duration: Persistent	_li_id.#.expires	Tracks the individual sessions on the website, allowing the website to compile statistical data from multiple visits. This data can also be used to create leads for marketing purposes.
Leadinfo	Maximum Storage Duration: Persistent	_li_ses.#	Tracks the individual sessions on the website, allowing the website to compile statistical data from multiple visits. This data can also be used to create leads for marketing purposes.
Leadinfo	Maximum Storage Duration: Persistent	_li_ses.#.expires	Tracks the individual sessions on the website, allowing the website to compile statistical data from multiple visits. This data can also be used to create leads for marketing purposes.
Linkedin	Maximum Storage Duration: 1 year	bcookie	Used in order to detect spam and improve the website's security.
Linkedin	Maximum Storage	li_gc	Stores the user's cookie consent

	Duration: 180 days		state for the current domain
Youtube	Maximum Storage Duration: Session	#-#	Used to track user's interaction with embedded content.
Youtube	Maximum Storage Duration: 180 days	__Secure-ROLLOUT_TOKEN	Pending
Youtube	Maximum Storage Duration: Session	iU5q-!O9@\$	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
Youtube	Maximum Storage Duration: Session	LAST_RESULT_ENTRY_KEY	Used to track user's interaction with embedded content.
Youtube	Maximum Storage Duration: Persistent	LogsDatabaseV2:V# LogsRequestsStore	Used to track user's interaction with embedded content.
Youtube	Maximum Storage Duration: Session	remote_sid	Necessary for the implementation and functionality of YouTube video- content on the website.
Youtube	Maximum Storage Duration: Persistent	ServiceWorkerLogsDatabase#SWHealthLog	Necessary for the implementation and functionality of YouTube video- content on the website.
Youtube	Maximum Storage Duration: 1 day	TESTCOOKIESENABLED	Used to track user's interaction with embedded content.
Youtube	Maximum Storage Duration: 180 days	VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
Youtube	Maximum Storage	YSC	Registers a unique ID to keep statistics

	Duration: Session		of what videos from YouTube the user has seen.
Youtube	Maximum Storage Duration: Persistent	YtldbMeta#databases	Used to track user's interaction with embedded content.
Youtube	Maximum Storage Duration: Session	yt-remote-cast-available	Stores the user's video player preferences using embedded YouTube video
Youtube	Maximum Storage Duration: Session	yt-remote-cast-installed	Stores the user's video player preferences using embedded YouTube video
Youtube	Maximum Storage Duration: Persistent	yt-remote-connected-devices	Stores the user's video player preferences using embedded YouTube video
Youtube	Maximum Storage Duration: Session	yt-remote-device-id	Stores the user's video player preferences using embedded YouTube video
Youtube	Maximum Storage Duration: Session	yt-remote-fast-check-period	Stores the user's video player preferences using embedded YouTube video
Youtube	Maximum Storage Duration: Session	yt-remote-session-app	Stores the user's video player preferences using embedded YouTube video
Youtube	Maximum Storage Duration: Session	yt-remote-session-name	Stores the user's video player preferences using embedded YouTube video

4.2 Third-party Cookies

Our website uses social media plug-ins which causes possible third-party cookies to be placed. These cookies are not placed by us, but by the third party connected to our website through

links. In turn, these websites or social media platforms may process cookies for their own purposes. These cookies are used to connect to these platforms and websites and remember data of a user if they have logged into a social media account from a website. We, therefore, recommend that you read the privacy statement of these websites before using this website, so we feel it is important to refer you to their cookie policy:

- Google+: <http://www.google.com/policies/technologies/Cookies/>
- YouTube: <https://policies.google.com/technologies/Cookies?hl=en>.
- LinkedIn: <https://linkedin.com/legal/privacy-policy>

5 How to delete or block Cookies?

You can manage and delete all cookies already stored on your device via your internet browser settings. We would like to inform you that disabling cookies may affect your user experience and cause you to have to re-enter your preferences each time you visit our website. For more details on controlling and/or deleting cookies, please visit the page corresponding to your browser for more information:

- Edge: <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
- Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Safari: <https://support.apple.com/kb/PH21411>
- Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-Website-preferences>
- Opera: <http://www.opera.com/help/tutorials/security/cookies/>

6 Amendments to the Cookie Statement

Our organisation and therefore our website are a dynamic and innovative environment. This cookie statement may be amended if our services or applicable legislation so require. This means that we are constantly looking for better services that are tailored to your needs. It is possible that there will be new applications that require a different process in collecting or processing your data. As a matter of course, we will inform you when there are important changes to this cookie statement, and we will request your permission if necessary