

To provide you with the best possible service, in many cases we need your contact details and any other relevant information. As a company, we attach great importance to the correct handling of this data and act in accordance with current data processing regulations and laws (such as the European Regulation 2016/679 of 27 April 2016 on the protection of natural persons with regard to the processing of personal data (hereinafter "GDPR" or "AVG") and the Act of 30 July 2018 on the protection of natural persons with regard to the processing of personal data).

Below is an overview of the information that may be relevant to you as regards the controller, purposes of processing, method of processing, data concerned, applicable grounds for processing, retention periods, protection measures, your rights and the complaints procedure (hereinafter: 'Policy').

The method of processing through cookies and in our mobile applications is explained in a separate section of this Policy.

CONTENT

GENERAL 1

When does this Policy apply? 2

Who is responsible for processing and protecting your data?

Why do we request personal data?

What personal data do we request/process?

On what legal basis do we collect and use your data?

What are your rights regarding your data?

How long do we keep your data?

Safeguards and data security.

How do you stay informed of changes to this Policy?

How can you contact us?

USE OF COOKIES ON OUR WEBSITES 2

GENERAL

When does this Policy apply?

Your data is collected in shops, at Van Marcke events and on the Van Marcke websites (hereinafter "Website") managed by the entities mentioned under point 2 of this policy.

When you use a Website, engage with us via social media (Facebook, Whatsapp,...), attend a Van Marcke event, register in a Van Marcke shop or franchisee for direct marketing or have a profile created, it is assumed that you have read, accept and comply with this Policy, together with the General Terms and Conditions (together: the '**Terms and Conditions**'). If you attend a Van Marcke event, register in a shop for direct marketing or have a profile created in the shop or on a Website, you can refer to the Terms and Conditions at these locations.

All personal data collected by Van Marcke during your visit to a Van Marcke shop, when you attend a Van Marcke event or visit the Website are processed in accordance with this Policy.

Who is responsible for processing and protecting your data?

1) Controller:

The entity responsible within Group Van Marcke for the processing concerns Van Marcke Trading, with its registered office at Lar blokZ 5, 8511 Aalbeke and company number 0437.251.254.

The following companies of Groep Van Marcke may act as processors:

- Van Marcke N.V., with registered office at 8511 Aalbeke, Lar Blok Z 5, and company number 0443.336.223
- NORM N.V., with registered office at Lijnwaadstraat 37 8500 Kortrijk, and company number 0425.288.481
- Intersan N.V., with registered office at Brouwerijstraat 59, 9770 Kruisem, and company number 0416.686.066
- Knohopack NV, with registered office at 8511 Aalbeke, Lar block Z 5, and company number 0400.845.570
- Van Marcke Distribution N.V., with registered office at Lar block Z 5, 8511 Aalbeke, and company number 0418.765.925
- Van Marcke EDC, with registered office at Lar blokZ 5, 8511 Aalbeke, and company number 0668.422.050.
- VM Weggevoerdenlaan ComCo (Marcktpoint) , with registered office at 8511 Aalbeke, Lar block Z 5, and company number 0443.277.132.
- Van Marcke Sanitaire et Chauffage SAS, with registered office at ZI Pilaterie Rue du Houblon 10, 59700 Marcq en Baroeul, France, Siren: 344 745 781.
- La société Anonyme Comptoir des Fers et Métaux, having its registered office at Rue Guillaume Kroll L-1882 Luxembourg, RCS : B71025.

Personal data requested by one of the companies in the group can be handed over to another company in the group, provided this is done within the set objective (example: Van Marcke Distribution N.V. shares certain personal data with Van Marcke Trading N.V. to which the invoicing service belongs).

Following companies of the same group act as separate data controllers (separate from the above entities), the Privacy Policy of these companies can be consulted separately via the hyperlink mentioned below:

- Global Procurement Co. Ltd, with registered office at 53 East Street, VLT1251 Valletta, Malta. Privacy statement: <http://www.gpc.com.mt/privacy-policy/>
- Izola Bank p.l.c., having its registered office at 53/58 East Street, VLT1251 Valletta, Malta, Co. Reg No: C16343. Privacy statement: <https://belgium.izolabank.com/nl/content/privacybeleid>

Once again, personal data requested by one of Groep Van Marcke's processors may be shared with the above companies, provided this is done within the set objective and subject, if necessary, to consent.

As our Franchisees are independent traders, they are free to process the data they collect under their own responsibility and without Van Marcke's intervention. Consequently, our Franchised Partners may carry out additional processing. For more information on this processing, we invite you to contact our franchised partner directly with whom you have made a purchase, an offer or an order. We are also at your disposal to facilitate and guide you through your procedures. When your data is collected via the Site, the data controller is the publisher of the Site, namely Van Marcke.

2) Responsible for protection .

Within the above companies, every employee is aware of the importance of protecting and carefully handling your personal data, under the supervision of an interdisciplinary group of managers. For questions and/or comments, you can always contact us at the following e-mail address: privacy@vanmarcke.be

3) Sharing your personal data with third parties

Certain data may be shared with or stored on servers of third parties for the purpose of executing the pre-defined purpose. These third parties often act as processors and Van Marcke, as the controller, ensures proper compliance with the law and this policy by entering into processing agreements. Examples of these third parties include, but are not limited to: postal services when sending mail, collection agencies within the framework of a collection procedure, subcontractors for the transport/installation of ordered products, internet service providers (mail servers, website servers, cloud applications, etc.), ERP software, ...

The data shared is always limited to those necessary to carry out the assignment.

Below is an overview of the, to date, most important third-party data processors:

NAME	TYPE	PURPOSE
Microsoft	Outlook (emails) - Sharepoint - Skype calls	Storage and processing by sending personalised mails
FIS and SAP	Billing data: name, address, e-mail address, phone number, bank account number, ...	Storage and processing pursuant to contract performance

Clickdimensions	Name and e-mail address if you subscribe to mailings	Send mailing and gain insight into effectiveness of mailings
Mailchimp	Name and e-mail address if you subscribe to mailings	Send mailing and gain insight into effectiveness of mailings
CRM	Personal customer data - overview of contact moments - purchase statistics	Customer relationship management
Basware	Invoices with name, first name, address and e-mail address, if any	Storage and processing pursuant to contract performance (invoicing)

If you subscribe to our newsletter, we may tailor our communications and online ads based on the information you provide us. In this context, social media allows us to inform you of relevant information, updates and marketing content (such as advertising based on look-a-like profiles). In addition, social media allows us to function as customer service (e.g. if you use social media to contact us). We draw your attention to the fact that social media channels have their own privacy and cookie policies, so the personal data you provide to them will be subject to these policies and not ours.

Finally, personal data may still be transferred in the following cases:

- **if we or the third party have legitimate interests for transmission.** We will only transfer your personal data on the basis of an assessment of your rights and freedoms. You will always be informed of this in a transparent manner (except in the case of legal exceptions).
- **if you give your consent to do so.** In any other case where we would transfer your data to third parties, we will send a transparent notice to inform you of who the third party is, and the reason for the transfer and processing of the data. Where required by law, we will seek your explicit consent to do so.
- **if required to do so by law** or if we believe it is necessary to prevent fraud or cybercrime, or to protect our Website or anyone's rights, property or personal safety.
- **to employees of a credit reference agency.** We reserve the right to request information about you from other third parties, such as credit reference agencies. We will add that information to the information about you that we have already processed. This will allow us to: (1) offer you goods or services; (2) improve and facilitate your purchasing experience; and (3) help prevent money laundering and fraud. If we make such a request, we will first inform you of this and let you know whether the request will be stored in a credit file;

For all data transfers outside the European Economic Area, we ensure through appropriate protection measures contained in the contract or through other measures that your data receives an appropriate level of protection comparable to the protection it would receive within the EU, in accordance with European rules. We may also share anonymous, aggregated statistical data for commercial and internal/external reporting purposes. For example: data about who visits our Website to describe our services to potential

partners, advertisers, sponsors and other respectable third parties and for other legitimate purposes. This statistical data does not contain any information that identifies you. If you have any questions about the processing of your data by such third parties, we ask you to contact the third party in question. If such processing goes beyond the scope of the purposes determined by Van Marcke, the third party is fully responsible for such processing and under no circumstances can Van Marcke be held responsible or liable for such processing.

Why do we request personal data?

When we request personal data, it is always for a well-defined reason, a specific purpose. We only use the data for this reason and not for other reasons about which you have not been informed and/or for which you have not given your consent. The reasons for which we request the data depends primarily on whether or not we have a contractual relationship with you:

1) You use our Website

- monitoring data downloaded from our Website
- measuring and monitoring the use of our Website, improving the quality and content of the Website
- personalising the content and layout of our Website
- profiling (to send you personalised commercial info)
- targeting on online platforms
- providing general or direct marketing to you
- improving Van Marcke products and services

2) A contractual and/or commercial relationship exists with you or we are in talks to establish a relationship (customers, prospects, suppliers, partners). We request your data for the following reasons:

- correct execution of our contract: follow-up of your order, delivery of your order, follow-up of any maintenance contract and scheduled maintenance visits or other interventions, preparation of invoices, follow-up of payment, correct collection of any arrears, etc.
- maintaining our commercial relationship by, for example, keeping you informed of novelties or general information regarding the product range / services, always based on active consent.
- Communicating certain important messages that concern you as a customer (e.g. recalls, announcement of closures or relocations, planned works, modified manuals, etc.)

- customer support: follow-up of any complaints about products / services (incl. history)
- in case we grant you a commercial warranty/guarantee on (one of) our products, for managing this warranty.
- Conducting satisfaction surveys to improve our services.
- targeted promotions or information campaigns relating to existing products/services or new products/services that are in line with the products/services you have previously purchased from us and which we may suspect you are interested in. You can always oppose this form of communication.
- Invitations to events, fairs or similar activities which we suspect may be of added value to you. We also keep lists of participants for the proper organisation of these activities. You can always object to this form of communication.
- The organisation and implementation of training courses as provided by Van Marcke College, in case you register for them.

3) There is no contractual relationship with you, but you show interest in our products / services:

- If you wish to make an appointment in one of our showrooms: to follow up on this appointment.
- Conducting satisfaction surveys to improve our services after a visit in one of our retail outlets.
- If you participate in a competition.
- If you visit a shop of a Van Marcke Franchisee, you will be asked for permission to receive direct marketing from Van Marcke.
- If you ask a question, by phone or via the Website: to allow us to answer that question.
- If you use our planning applications: to allow us to follow up your project further with you.
- Sending an annual preference e-mail to indicate or change your contact preferences.
- Sending newsletters only after you have signed up for them yourself.

- Sending promotions related to existing products and services or new products and services only after you have expressed your consent.
- As part of an application process, certain personal data are requested which are necessary to judge whether or not you constitute a suitable candidate.

What personal data do we request/process?

- Name and contact details: first and last name, telephone number, e-mail address, postal address, professional activity, yard address and/or delivery address (if applicable), identity details and/or photograph.
- Bank account number (only in the context of a contractual relationship)
- Demographic data (age, gender, country and preferred language), only insofar as relevant for the purpose (e.g. for the proper maintenance of our commercial relationship, targeted invitations to events,...)
- Interests, only insofar as relevant to the objective (e.g. for the proper maintenance of our commercial relationship, targeted invitations to events)
- Solvency data (such as: outstanding credits, annual accounts, social and tax certificates, etc.), only insofar as any form of payment postponement/credit is requested or required. In certain cases, the requested data are exchanged with the responsible bank, and also member of the Van Marcke Group, being Izola Bank p.l.c. with registered office at 53/58, East Street, Valletta VLT 1251, Malta.
- Data relating to your purchases and/or attendance at Technics shops (via the access badge).
- Data relating to interventions made, mainly containing the intervention report.
- Information when visiting our Websites. As part of its normal functions, Van Marcke's web server collects the following information from anyone who visits a Website: your IP address-, your internet service provider, the software, type and language of your browser, the search engine and keywords you used to find the Website, the date and time you visited the Website, the pages on the Website you visited, the pages of other websites from which you clicked through to the Website. This information is collected with cookies., If you are logged in, this information can be linked to your profile. This information may also be used for "profiling", if this would be the case you can find this in section II 'use of cookies on our websites'.

- Login times and URLs visited on Van Marcke's WIFI networks with the aim of preventing illegal acts via our network.
- You may be filmed during visits to the points of sale. These images are automatically erased after the expiry of the legal 30-day period and are only consulted in the context of legitimate interest, such as making determinations in the context of theft.
- If you apply for a position, your CV will be requested and a number of personal details such as name, address, date of birth, photo, areas of interest, qualifications,...
- When participating in events, in addition to your contact details, we sometimes proceed to request personal data such as: dietary preferences, allergies, ...

Van Marcke does not engage in the processing of sensitive data as referred to in Article 9 AVG. Should this exceptionally, for specific reasons, still take place, you will be explicitly informed and your consent will always be requested.

Van Marcke does not use automated decision-making processes.

On what legal basis do we collect and use your data?

1) Necessary for the performance of our agreement:

- Purchase of trade goods: We collect and use a lot of data to correctly execute the agreement with you (managing your order, delivery, invoicing, complaint handling, etc.). These are also data we need to be able to execute the contract and whose provision is a condition of the conclusion of the contract.
- Participation in competitions.
- Facilitating the execution of our customers' agreements: if you visit our showroom as a private person/enquire about prices, Van Marcke does not act as a direct contracting party, but rather facilitates the agreement between your fitter and you. This principle also applies to after-sales services. The data requested in a request for quotation/after-sales service are therefore also processed on this basis.

2) With your explicit consent which is revocable at all times:

- Sending newsletters;

- In the context of a commercial relationship, we use your data to allow us to maximise our sales. This includes: sending targeted promotions, inviting you to events, conducting satisfaction surveys.

When you create your customer profile, you will receive an e-mail asking you to pass on your mailing preferences. These can be changed at any time. The mail regarding your preferences will be repeated annually.

- Collecting non-anonymised online data for commercial and statistical purposes (which may involve the use of "Profiling" if this would be the case you can find this in section II "use of cookies on our websites", and section III "processing of data via our mobile applications").

3) Our legitimate interest as a company:

These are data requested in the context of the performance of the economic activity of the controller without having a major impact on privacy. This consideration is made prior to the processing on the basis of internal procedures and can always be requested.

This includes (not exclusively)

- data requested as part of the application process.
- the data collected in the context of a visit to the Website under essential cookies
- The emails sent a short period after requesting a quote in the showroom with a request to complete a satisfaction survey.
- The images taken with the security cameras present in our points of sale. This with the aim of ensuring the safety of persons and goods. These images are automatically deleted after 30 days.
- Data retrieved from yourself or retrieved from/shared with a creditworthiness platform (at present: Graydon) to be able to assess your creditworthiness in the context of granting credit ("current account").

4) Additional information on our direct marketing activity

Van Marcke will send you (personalised) communications if you have given us your consent to process your personal data for direct marketing. We may contact you (1) by sending a letter to your home address; (2) by calling you or sending you a message on the telephone number(s) you have provided us with; or (3) by sending you an -e-mail or fax, with information on events, promotions, actions, products, services and/or competitions. If you prefer not to receive marketing communications from us or if you do not want your personal data to be processed for direct marketing, you can unsubscribe from this at any time by sending an -email to privacy@vanmarkce.be. If you have a blue-card, you can do so via the "My preferences" platform as found at the bottom of mail outgoing from support services.

What are your rights regarding your data?

An overview of your rights:

You have the right to access, rectify or erase ("right to oblivion") your personal data. In addition, you have the right to object to the use of your personal data for direct marketing purposes. You also have the right to request a copy of all your personal data that we process, to the extent technically feasible. You also have the right to data portability.

Practicalities:

How do you exercise your rights? To exercise those rights or to request more information about your rights, please -email privacy@vanmarcke.be. To exercise your right to access and to prevent any unauthorised disclosure of your personal data, your identity must be verified. In case of doubt or ambiguity, we will first ask you for additional information (e.g. a copy of your identity card).

What do you have to pay? You may exercise your privacy rights free of charge, unless your request is manifestly unfounded or excessive, in particular due to its repetitive nature. In this case, we have the right and choice - in accordance with the General Data Protection Regulation - to charge you a reasonable fee (in light of the administrative costs of providing the requested information or communication) or to reject your request.

By what means will you receive a reply? If you submit your request electronically, the requested information will be provided to you electronically whenever possible, unless otherwise requested by you. In any case, we will provide you with a concise, transparent, clear and easy-to-understand answer.

When will you receive a reply? We will answer your request as soon as possible, in any case within one month of receiving your request. Depending on the complexity of the request and the number of requests, this period may be extended by a further two months if necessary. In that case, we will notify you of such an extension within one month of receiving the request.

Finally, you have the right to lodge a complaint with a local supervisory authority or with the Belgian Data Protection Authority (our lead supervisory authority) in connection with Van Marcke's processing of your personal data. Below you will find the contact details of the Belgian Data Protection Authority:

Press Street 35, 1000 Brussels. +32 (0)2 274 48 00 / contact@apd-gba.be / www.gegevensbeschermingsautoriteit.be

How long do we keep your data?

We keep your data for as long as necessary for the purpose for which the data was collected. The retention period may therefore vary according to the nature of the processing. Thus, the main criteria based on which the length of time is determined is how long the personal data is needed to provide the products/services and how long it is needed for our business operations.

Camera images are automatically deleted after 30 days. For marketing purposes for which you have given your consent, your contact details will be kept by us as long as you do not withdraw your consent.

Finally, we need to keep your data for a certain period of time to comply with a number of local laws, in view of our accounting and tax obligations. After the applicable storage period(s) have expired, your personal data will be deleted or rendered anonymous.

Safeguards and data security.

Van Marcke treats the personal data it processes and/or for which it is responsible for processing with the utmost care. Consequently, it takes all technical and organisational measures to ensure protection. Whenever it intends to implement new IT architecture and/or business processes, it makes a thorough

impact analysis of the measures announced. Should this show that the risk to data is too great, Van Marcke will not implement or take the necessary security measures.

If Van Marcke outsources processing to service providers, it undertakes to conclude adequate and comprehensive processing agreements in order to guarantee protection.

How do you stay informed of changes to this Policy?

Van Marcke reserves the right to amend, modify, supplement or delete all or part of this Policy at any time and at its sole discretion. This may be necessary in view of market developments or new processing activities we carry out. We therefore ask you to regularly check whether this Policy has been changed. If you use a Website after a change has been made to this Policy, it will be assumed that you accept that change whether or not you have read this Policy.

If you do not accept this Policy, you must immediately leave the Website on which you are consulting this Policy. You may not create a profile or receive direct marketing if you do not accept this Policy.

How can you contact us?

If you have any questions, suggestions or comments about this Policy or our use of your information, please email us -at privacy@vanmarcke.be.

You can also contact us at the following address:

Van Marcke Trading

Lar blokZ 5, 8511 Aalbeke

Ondernemingsnummer 0437.251.254

USE OF COOKIES ON OUR WEBSITES

During a visit to this site, cookies may be placed on your computer's hard disk or various technologies (such as "pixels") are used for various purposes. Visitors are always informed about the use of cookies and can find out which types are used in this statement.

Visitors always have the option of blocking the use of cookies via their web browser. How to do this can be read further under the heading "Blocking cookies".

What are cookies?

Cookies are small data or text files that websites place on your local computer when you visit. Such cookies can have different purposes: for example, you have technical cookies (e.g. for language settings), session cookies (temporary cookies) and tracking cookies (cookies that start to follow and track your behaviour on the website, in order to offer you a more optimal user experience).

A distinction is made between essential and non-essential cookies. Essential cookies are necessary for the website to function and are often designed to ensure security; they cannot be disabled. Non-essential cookies, on the other hand, do not in themselves have any impact on the functioning of a website but do increase the ease of use. A distinction is made here between functional cookies, statistical cookies, social cookies, recommendation cookies and commercial cookies.

Cookies do not compromise the security of your computer.

These mini files or cookies are not used to track the visitor's browsing behaviour on other websites.

Your name, address, age and other personal data are not recorded and/or remembered, only preferences and interests based on browsing behaviour.

Block cookies

Your internet browser allows you to prevent the use of cookies, to receive a warning when a cookie is installed or to delete cookies from your hard disk afterwards. Please consult the help function of your internet browser for this. You can always delete cookies from your computer yourself. Look under 'Internet Options' in your browser (the help function in your browser can help you with this). Beware though, if you choose to delete cookies, the website may no longer function optimally and you may not be able to use some services.

Type of cookies

Functional cookies

Functional cookies increase the functionality and personalisation of the website by remembering choices and preferences (e.g. language, presence of certain software, shopping basket,...)

Performance and analytical cookies:

These cookies collect info on website usage and visitor behaviour. This is for statistical purposes and to improve the user experience.

This is mostly done anonymously.

Advertising cookies (tracking cookies)

These cookies are mainly set by third parties for commercial purposes (targeted advertising). The particularity of this type of cookies is that they collect information spread across different websites in order to get a clearer picture of interests/customer profiles.

These types of cookies are the most intrusive and active consent is always requested for these as well. In addition, it is often possible to change privacy settings with the third party in question (see the heading below: "Third Parties").

This type of cookies is not used on all websites managed by Van Marcke. You can see if this applies in the overview of cookies per website.

Third Parties

We use various Third Party tools on our websites to perform certain analyses.

1) Google Analytics

Google Analytics collects certain statistics on the website to enable Van Marcke to better understand popularity, conversion and usage with the aim of gaining certain commercial insights and increasing ease of use. These include the number of visitors, duration of visit, behaviour on the website (click behaviour/playback behaviour/...). The *events* collected by Van Marcke are listed per website below.

This falls under the type "Analytical cookies"

Situation 1: You are not logged in via the Portal or VM Blue.

- Your preferences will be requested on your first visit to the portal/VM Blue via the cookie notice - if you have given your consent for the analytical cookies, the aforementioned events will be tracked
- In this case, the data collected has been anonymised
- A processing agreement was concluded with Google

Situation 2: You are in an active session via login via the Portal or VM Blue

- If you have agreed to the use of analytical cookies, the statistics collected will be able to be personalised.
- The aim is to be able to create more detailed reports to detect regional differences, for example.

2) Google Ads

Unsubscribe: <https://adssettings.google.com/authenticated>

Van Marcke places advertisements on other websites via the Google Ads platform. In order to place these advertisements in a more targeted manner, Google uses Tracking Cookies for this purpose. These cookies are placed on our website by us and by third parties so that relevant advertisements can be shown to you (based on previous surfing behaviour). The use of these cookies requires your permission.

This falls under the "Advertising Cookie" type.

For example, we use Doubleclick, a service provided by Google to display relevant ads for you. Through the use of this service, we collect information based on prior visits to our or other websites on the internet. In the process, a pseudonym identification number (ID) is assigned to your browser to check which ads were shown in your browser and which ads were called up. The cookies do not contain any personal information. A transfer of this data by Google to third parties only takes place on the basis of legal regulations or within the scope of order data processing. Google will only transfer this data to third parties if required by law or in connection with the processing of order data. Under no circumstances will Google combine your data with other data recorded by Google.

If you refuse the use of this cookie on the Van Marcke page, this does not mean that this is the case on other websites. Specifically for Google, you can prevent the registration and processing of the data created by the tracking cookies and relating to your use (incl. your IP address) by Google by following the steps listed on the following page: <https://adssettings.google.com/authenticated?hl=nl> (or search "Google Advertising Settings")

3) Hotjar

Hotjar is a tool that analyses visitor behaviour on the website through so-called "heatmaps" (frequently clicked/visited areas) "user recording" (the actual path taken on a website) and "Funnel tracking" (mapping conversion process).

This falls under the "Performance cookie" type.

This falls under the type "Performance cookies".

4) Facebook

To advertise more effectively through Facebook, Facebook analyses the type of visitors and their behaviour on our website.

This can also lead to so-called "remarketing", where a clicked product comes among the visitor's personal ads on his/her facebook feed.

It also records when a posted ad is clicked on and what it results in.

For more info <https://www.facebook.com/about/ads/>

What cookies are used on our websites?

We try to keep this list as up-to-date as possible but it may sometimes have discrepancies.

1) Vanmarcke.com

Functional cookies

This website uses the following functional cookies:

Title	Target
Van Marcke chosen language	Remember the selected language
Has-JS	Used to verify that Javascript is enabled
SessionID / SessionID_fallback	Ensures that a single visitation session is identifiable to make different steps during the visitation process consistent

Statistical/performance cookies:

Title	Target
_GA	Cookies placed by Google Analytics (third party)*, which collects information on the number of unique visitors.
_GID	Cookies placed by Google Analytics (third party)*, which passes on information about the number of unique visitors
_GAT	Cookies placed by Google Analytics (third party)*, which limits data collection for analytical purposes if there are many visitors.
_hjIncludedInSample / _hjAbsoluteSessionInProgress / _Hjid	Cookies placed by Hotjar (third party)* to analyse website usage by means of heatmaps + registration number of individual visitors (by assigning a session ID). The resulting information is anonymised.
_HjTLDDTest	Cookie placed by Hotjar (third party)* which analyses the SEO status on the website for optimisation purposes
_Pinterest-Ct_mw	Cookie placed by Pinterest* to track the use of the Pin button
Cuvon / cusid	Used to track the number and duration of visits + the number of subpages visited per visitor

* for Third Party Cookies please refer to the third party cookie statement which can be found by clicking on the following hyperlinks:

[Google Analytics](#)
[Google general](#)
[Hotjar](#)
[Pinterest](#)
[Clickdimensions](#)

Commercial cookies:

Tracking:

Vanmarcke.com uses a so-called Facebook pixel to measure ad conversions or establish a new target audience for ads on Facebook.

This pixel collects the following information: your visit to our website.

In addition, facebook places the following cookie in this same context:

Title	Target
_fbp / fr / tr	Used by Facebook (Third Party*) to provide a range of advertising products, such as real-time bidding from third-party advertisers.
_uetid	Used by Bing (Third Party), this cookie creates a random Session ID to measure the accuracy of conversions
Ads/ga-audiences	The "Pixel" placed by Google Ads (Third party*), for more info see above under Third Parties - 2) Google Ads
IDE	Posted by Google* (DoubleClick) to measure the efficiency of an ad (visitor's behaviour on the website of the ad that visitor just clicked on
MUID	Cookie used across various Microsoft domains to track and keep the user logged in
_Pinterest-Ct_mw	Cookie set by Pinterest
_Pin_unauth	Posted by Pinterest* to analyse the use of its pin-button

* for Third Party Cookies please refer to the third party cookie statement which can be found by clicking on the following hyperlinks:

[Facebook](#)

[Pinterest](#)

[Google Analytics](#)

[Google general](#)

Miscellaneous:

Title	Target
_pin_aunauth / V3	Posted by Pinterest to know how much the "Pin" button is used
cuvid	Used on the first visit to the site by a unique web browser. This cookie is used to determine unique visitors to the site and is updated with each page view. In addition, this cookie is provided with a unique ID that the application uses to ensure both the validity and accessibility of the cookie as an additional security measure.

DATA PROCESSING WHEN USING OUR MOBILE APPLICATIONS

When using our mobile application: "Blue Order", certain data are collected. The collection of this data is done on an anonymous basis until the moment you log in with your customer account. The collection of this data is done through the use of "Google Firebase-Analytics". Google's Privacy Statements can be found here: <https://policies.google.com/>

Certain of your personal Google Privacy settings can be adjusted via the Google Privacy Check: https://myaccount.google.com/privacycheckup/8?utm_source=pp).

Description	Target
Pages visited (screen)	Statistical: tracking the pages visited with the aim of being able to improve the user experience.
Search parameters	Statistical: tracking the search terms used with the corresponding results with the aim of being able to improve the search function. Commercial: analysing the search terms used with the aim of adjusting the product offering.
app version	Statistical: to gain insight into any defects per versions.
parameters	Statistical: parameters such as: type of price (net/gross), mode of login (1 ^e times or repeatedly) are analysed to improve user experience.
Login details	Commercial: as soon as it is followed up with the customer number, this is tracked in order to draw the necessary statistics (e.g. app is mainly used by customers from that age category/region/...).
Open app	Commercial: same as above but in the case of not logging in with the customer data
Delete app	Commercial: to gain visibility into the ratio 1 ^e use/delete app.
1 ^e usage	Commercial: to gain visibility into the ratio 1 ^e use/delete app.
Order information	Functional: to process the order correctly Commercial: obtain statistical overview of the number of orders through the app and content.