

COOKIE POLICY

Version of June 2023

The private limited liability company, incorporated in accordance with Belgian law, "**WISEMEN**", with registered office at 3590 Diepenbeek, Watertorenstraat 2, with company registration number 0503.920.245 and known to the VAT-administration under number BE 0503.920.245 (hereinafter referred to as "**Wisemen**", "**we**" or "**us**");

Wisemen uses cookies to improve the browsing experience at <https://wisemen.digital> (hereinafter referred to as the "**Website**"). These cookies enable certain functions on our Website or measure how visitors use our Website.

With this cookie policy ("**Cookie Policy**") we wish to inform you, as a visitor to our Website, about the cookies and other tracking methods we use (and the way we do this).

What are cookies?

A cookie is a small text file that is placed in your computer's browser or on your mobile device by a website's server when you consult this site. The cookie contains a unique code that allows your browser to be recognized during visits to the website (this is a so-called 'session' cookie) or during subsequent, repeated visits (a so-called 'permanent' cookie). Cookies can be placed by the server of the website you visit or by partners with whom the website cooperates (e.g. Google Analytics, ...). A website's server can only read the cookies it has placed itself and has no access to other information stored on your computer or mobile device. Cookies are stored on your computer or mobile device in a specific folder of your browser.

Cookies generally make interaction between the visitor and the website easier and faster and help the visitor to navigate between the different parts of the website. Cookies can also be used to make the content of the website more relevant to the visitor and adapt it to his personal taste and needs.

This Website uses different types of cookies and tracking methods

I. Stricly necessary cookies:

These cookies are necessary for purely technical reasons for the use of the Website. In view of the technical necessity, there is only an information obligation and they are placed as soon as one enters the Website.

Name	Expires	Purpose
li_gc	6 months	Used to store guest consent to the use of cookies for non-essential purposes
AnalyticsSyncHistory	1 month	Used to store information about the time a sync with the lms_analytics cookie took place for users in the Designated Countries
_hjFirstSeen	30 minutes	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.

CookieScriptConsent	13 months	This cookie is used by Cookie-Script.com service to remember visitor cookie consent preferences. It is necessary for Cookie-Script.com cookie banner to work properly.
_hjAbsolteSessionInProgress	30 minutes	The cookie is set so Hotjar can track the beginning of the user's journey for a total session count. It does not contain any identifiable information.

II. Functional cookies

These cookies improve the functionality of the Website by storing your preferences. We use functional cookies, among other things, to:

- Remember your choice of language;
- Keeping you logged in to our Website.

These cookies are necessary for the proper functioning of this Website. You cannot refuse them if you want to browse the Website, but they will only be placed after a choice has been made regarding the use of cookies.

First party cookies:

Name	Expires	Purpose
cookieconsent_status	1 year	Remember the user's cookie preferences

Third party cookies:

Name	Expires	Provider	Purpose
Lang	Session	Linkedin.com	Remembers the user's selected language version of a website

III. Analytical cookies

Analytical cookies allow us to measure how visitors use our Website. Based on this information, user statistics and reports can be generated. This enables us to improve the performance of the Website and thus provide a better user experience.

The analytical cookies collect, among other things, the following data

- The number of visitors on the Website;
- How long a visitor visits the Website;
- Search queries of visitors;
- Information about the browser and devices used to visit our Website;
- How the visitor ended up on the Website;
- The speed of our Website;

- The fonts used on the Website.

First party cookies:

Name	Expires	Purpose
_ga	13 months	Records a unique ID that is used to generate statistical data about how the visitor uses the Website (Google Analytics).
_gat	1 day	Used by Google Analytics to reduce the request speed (Google Analytics).
_gid	1 day	Records a unique ID that is used to generate statistical data about how the visitor uses the Website.
_ga_ZE0ZBZNJLO	13 months	This cookie is used by Google Analytics to persist session state.

IV. Advertisement cookies

With your permission, we or our advertisers will place tracking cookies on your device to track your online browsing behaviour over time and provide relevant offers and recommendations tailored to your personal preferences. This also allows us to find out which other websites in our network you visit.

The following data is collected by means of tracking cookies:

- Where on our Website you are;
- Which pages you are viewing;
- From which device you are accessing the Website;
- What you click on on the Website;
- Web pages visited;
- IP addresses;
- Cookie content;
- Device settings.

If you have not given your consent but still see offers from us, these offers are not based on your behavior.

First party cookies:

Name	Expires	Purpose
gcl_au	3 months	Used to store and track Google AdSense conversions
_fbp	3 months	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers

_lfa	13 months	Leadfeeder cookie collects the behavioral data of all website visitors. This includes; pages viewed, visitor source and time spent on the site
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Third party cookies:

Name	Expires	Provider	Purpose
UserMatchHistory	1 month	Linkedin.com	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences
bcookie	1 year	Linkedin.com	This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media
lidc	1 day	Linkedin.com	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website
YSC	Session	.youtube.com	This cookie is set by YouTube to track views of embedded videos
VISITOR_INFO1_LIVE	6 months	.youtube.com	This cookie is set by Youtube to keep track of user preferences for Youtube videos embedded in sites;it can also determine whether the website visitor is using the new or old version of the Youtube interface
bscookie	1 year	Linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.

V. Other tracking tools used by the Website

The Website also uses tools other than cookies to store information or access information stored on the end user's device.

- **Pixel:** a pixel is used to store data necessary for remarketing and tracking can be enabled in email campaigns via Mailchimp (such as Facebook pixel);

Applicable law – Disputes

This Cookie Policy is governed by and must therefore be interpreted in accordance with Belgian law.

Any disputes arising out of or in connection with this Cookie Policy shall be subject to the exclusive jurisdiction of the competent courts of Wisemen's registered office..

Privacy regarding cookies

Wisemen's privacy policy also applies to the processing of personal data that may be collected via cookies.

Wisemen's privacy policy does not apply to the websites of third parties connected to our Website (such as social media). You should consult the cookie policy and/or privacy policy of these partners.

Managing and disabling cookies

1. Most cookies have an expiration date, which means that they expire automatically after a certain period of time and no longer record visitor data.
2. You can also manage or refuse the installation of cookies via your browser settings. You can delete cookies already installed on your computer or mobile device at any time.
3. How you can change these settings varies from browser to browser. If necessary, please consult the help function of your browser.
4. If you block the storage of cookies, you may not be able to enjoy certain services offered by Wisemen on the Website.

Update cookie policy

Wisemen has the right to update this cookie policy by publishing a new version on the Website. You will always find the most recent version on this page, but if the cookie policy changes, you will also be asked to make a new cookie selection.

5. Contact details Wisemen

- Address: Watertorenstraat 2, 3590 Diepenbeek
- E-mail: legal@appwise.be