

# Cookie policy Motivaction International bv

## What are Cookies?

Cookies are small text files that can be used by websites to make user experiences more efficient. By law, we may store cookies on your device if they are strictly necessary for the use of the site. For all other types of cookies, we need your permission. This website uses different types of cookies. Some cookies are placed by third-party services that appear on our pages.

This website uses cookies. We use cookies to personalize content and advertisements, to provide social media features, and to analyze our website traffic. We also share information about your use of our site with our social media, advertising, and analysis partners. These partners may combine this data with other information that you have provided to them or that they have collected based on your use of their services.

## Functional cookies

Functional cookies are necessary for the functioning of the website. In addition, functional cookies make the website more user-friendly for visitors. These cookies do not collect personal data.

## Analytical cookies

On the first visit to the Motivaction website, a cookie is generated. For all subsequent visits, cookies are used for statistical purposes. Data can be collected such as the number of unique visitors, which pages you have viewed, how much time you have spent on a particular page, and at which page you left the website and how often users visit the website.

## Tracking cookies

By means of tracking cookies, it can be kept track of which websites from our network have been visited. The profile built up in this way can be linked to a name, (IP) address, or email. These cookies are only used to tailor advertisements to your profile, so that they are as relevant as possible. Without permission via the cookie banner on the Motivaction website, these cookies are not placed.

## Social media cookies

Buttons are included on the website to be able to share or promote (like) web pages. These buttons work through codes that come from the social media companies (Facebook, LinkedIn) themselves. These codes place cookies, over which Motivaction has no influence. The information collected through social media is anonymized as much as possible. The information is transferred to and stored by Twitter, Facebook, Google +, and LinkedIn on servers in the United States. LinkedIn, Twitter, Facebook, and Google+ adhere to the Privacy Shield principles and are affiliated with the Privacy Shield program of the US Department of Commerce. This means that there is an appropriate level of protection for the processing of any personal data.

Read the privacy statements of Facebook, Twitter, LinkedIn, and Google (which can change regularly) to read what they do with your (personal) data that they process through these cookies.

## Blocking and deleting cookies

Cookies can be blocked or deleted at any time via the internet browser. It is also possible not to accept all cookies on the Motivation website. If the cookies are deleted via the browser, this can have consequences for the ease of use of the website and it may be that functions of the website are lost. Refusing cookies does not mean that no advertisements are displayed on the website.

It is possible that content hosted on other websites is used and made accessible through certain codes (such as YouTube videos). These codes use cookies. Motivation has no control over what these third parties do with cookies. It may happen that tracking cookies are placed by third parties on the Motivation website. All cookies can be centrally deleted via [www.youronlinechoices.eu](http://www.youronlinechoices.eu) Adjusting cookie settings differs per website.

The links below refer to manuals per browser to adjust your privacy settings:

Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>

Google Chrome:  
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform=Desktop&hl=en>

Internet Explorer: <https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

Safari: <https://support.apple.com/en-sg/guide/safari/sfri11471/mac>

Your consent applies to the following areas: [Motivaction.nl](https://motivaction.nl)

Cookie statement last updated on 15-5-2019:

Aanbieder	Doel	Vervaldatum	Type
<b>Google Analytics</b>	Used to send data to Google Analytics about the device and visitor behavior. Tracks the visitor across devices and marketing channels.	24 months	HTTP Cookie
<b>Facebook</b>	Used by Facebook to register impressions on pages with the Facebook login button.	2 years	Pixel Tracker
<b>Google</b>	Used by Google AdWords to re-engage visitors who can convert to customers based on the visitor's online behavior on different websites	1 month	Pixel Tracker
<b>Facebook</b>	Used by Facebook to register impressions on pages with the Facebook login button.	2 year	Pixel Tracker
<b>Google</b>	Used by Google to register impressions on pages with the Google login button.	Session	Pixel Tracker
<b>LinkedIn</b>	Used by the social networking service, LinkedIn, to track the use of embedded services.	3 months	Pixel Tracker
<b>Hotjar</b>	Used by Hotjar to register mouse clicks and scrolling on pages.	1 year	HTTP Cookie