

# MediaLab

## Cookie statement

This Cookie Statement explains in which way cookies of Medialab Online b.v. (hereafter: “MediaLab” or “we” and “our”) used on the website <https://www.medialab.co> and/or the platform (hereafter collectively: the “Service”) and for which purpose these cookies are used.

### What are cookies??

When using the Service, various cookies are saved on your computer, mobile device and/or tablet (“Devices”), which can then be accessed. Cookies are small pieces of information (in the form of text) that a server sends to the browser (such as Internet Explorer or Firefox) with the intention that the browser sends this information back to the server the next time you make use of the Service. Cookies of the Service cannot damage your Device or the files saved on it.

### How does MediaLab uses cookies?

#### *Functional cookies:*

MediaLab makes use of functional cookies. These cookies are necessary to provide you the services and functionalities you have requested. For example. functional cookies remember your login information, so you do not have to log in again on a subsequent web page.

#### *Analytics cookies*

MediaLab uses analytics services in order to collect statistics about the use and visits of the Service. The provider of the analytics services analyses this data about the Service and provides MediaLab with the results. This way, MediaLab obtains insight into the traffic of the Service and the way in which the Service is used. Based on this information MediaLab is able to make adjustments to the Service and/or her services. If this is legally required, the analytics service can provide this information to third parties. MediaLab uses the following analytics services: Google Analytics, Hotjar, NewRelic.

We have set up our analytics services as privacy-friendly as possible. This means that we have taken the following measures to protect your privacy:

- a. We do not allow the provider of the analytics service to use the obtained data for other purposes.

#### *Social plug-ins*

By using the Service you can get access to social media websites, such as Facebook, Twitter and LinkedIn. Using these so called social plug-ins you can login to your social media profile through the Service and subsequently share or recommend information from the Service with others. With these social plug-ins third party cookies are saved on your Devices. These cookies serve the

purpose of optimizing your user experience, but tracking cookies can also be placed that are used to track your surfing behaviour across multiple websites and to build up a profile of your surfing behaviour.

### *Tracking cookies*

MediaLab uses third party cookies on the Service to make the content of the displayed advertisements as relevant as possible, and to limit repetition of the same advertisements.

Through the Service a cookie with a unique number is placed on your Device. This cookie makes it possible to recognize your Device when you visit another website that is part of the same ad network after visiting our website. This makes it possible for MediaLab to show you advertisements on that other website.

The data collected in this way will only be used by MediaLab to show you our advertisements on other websites and will not be linked to other files.

### **Deleting cookies**

You can always withdraw your consent given to MediaLab for the placement and reading of cookies, by changing the setting of your browser so that it does not accept cookies or by deleting all cookies in your browser. Consult the help function of your browser to see how you can delete cookies.

If you disable or delete cookies, it is possible you will no longer be able to access (parts of) the website or that the website does not work optimally.

Refusing or deleting cookies only affects the Device and the browser on which you perform this action. If you use different Devices and/or browsers you will need to repeat the above described actions on these Devices and/or browsers. If you wish to use cookies, make sure you log-out of your account when you leave a Device for public use

### **Privacy Statement**

It is possible that information collected through a cookie or obtained otherwise, contains personal data. If this is the case, the Privacy Statement of MediaLab is applicable on the processing of these data. The Privacy Statement can be read on the Service.

### **Changes**

This Cookie Statement is subject to changes. Changes to this Cookie Statement will be made known via the Service.

### **Questions**

If you have questions about this Cookie Statement, do not hesitate to contact us via [support@medialab.co](mailto:support@medialab.co).