

Etrias BV' Cookie Policy

Etrias uses cookies and other techniques like JavaScript and web beacons on our websites. Cookies mean that you do not always have to enter or download the same information once you return to one of our sites. In order to ensure your privacy and improve the user-friendliness of your visit to our webshop, we try to provide you as much information as possible about the use of these techniques. In addition, we also use cookies for marketing purposes.

What are cookies?

Cookies are small, simple text files that save your computer or mobile device when you use one of our websites.

What are the other techniques?

JavaScript and web beacons are standard internet technologies that, together with cookies, allow a system to collect information (JavaScripts), save them in small, simple text files (cookies) and then send them (web beacons).

Cookies and other techniques are used at almost all existing webshops.

By using cookies and other techniques, we make sure that:

- Browsing a website of Etrias becomes more fun and easy
- You do not always receive or have to enter the same information when visiting our website
- We can offer special features like the shopping cart
- We can measure how our websites are used and where we can improve them
- We can show ads and recommendations based on certain interests
- We can identify which devices are used when visiting our site
- We can register how often an ad is displayed to better tailor the ads to needs and interests of our customers, and to avoid ever seeing the same or irrelevant ads.

Cookies from Third Parties

Our websites also include third party cookies. The use of cookies by other companies applies to the privacy and cookie policy of the particular company.

Which cookies do we use?

Ad cookies

We do use ad cookies on our webshop. We also provide third parties with the opportunity to place ad cookies on our webshop, and place ad cookies on third party websites. We can combine the information from these ad cookies. We do this so that we can make the most relevant possible offers based on your online browsing, search, and buying behavior. Also, with these ad cookies, we keep track of which ads you've seen.

Functional or necessary cookies

Functional or necessary cookies help the Etrias websites to function properly.

This relates to:

- Sending a notification with a non-completed order so that the products in the shopping cart are not lost
- Your browser settings being saved so that you can view our website optimally on your screen
- The ability to save log-in data so that it does not need to be re-entered every time
- Consistent loading of the website, making it functional and accessible
- Detecting potential misuse of or potential issues with our website, for instance by registering successive failed login attempts

Analytical cookies

We use analytical cookies using third parties to investigate the how our sites are used. These statistics give us insight into how often we are visited and where we can improve our webshop. In this way, we ensure that the experience with our webshop is constantly optimised. Among other things, the following information is stored:

- The IP address, which is made anonymous
- Technical features like the browser you are using (such as Chrome, Internet Explorer, or Firefox) the resolution of your computer screen, and which device you are using
- From which page did you arrive at our webshop
- When and how long you visit or use the webshop
- Whether you use features of the webshop. For example, placing an order or viewing previous purchases
- Which pages you visit on our website

For example, we use these cookies for:

- Tracking the number of visitors on our websites
- Measurement of time duration per visit
- Determining the order in which a visitor visits the various pages of our web shop
- Social media cookies from third parties

Social Media cookies from Third Parties

Social media cookies are cookies that enable social Media websites to function. Think of a YouTube Movie on a product, select a pick-up point in Google Maps, or a Facebook Like.

How do social media third party cookies work?

Social media cookies are placed by the social media websites themselves. When you click a social media button in our webshop, a social media cookie is placed. The social media party can recognise your IP address when you want to share a page from our webshop. For the cookies that the social media sites place and the data they collect with them, we refer to the statements given by these parties for their own websites. We recommend that you check the following privacy and cookie statements regularly:

Facebook

Google+ / YouTube

LinkedIn

Twitter

Instagram

Pinterest

Webshop Recommendations, Preferences, and Interest Cookies

In addition, we combine your online browsing, search, and buying behavior to show you relevant offers and recommendations in our online store, tailored to your preferences.

We have so many articles in our webshop that will help guide you through the website. For example, by pointing out articles that are of interest to you. This happens, for example, based on your previous visits to our webshop, regardless of which device you used. We then look at cookies and your IP address, but also at what you previously purchased from us and interests that you have provided us with. The recommendations and interest cookies make it possible for us to check if you've seen certain products or offers, clicked on it, and whether you purchased a particular product, for example. We combine this information to get an idea of your interests and preferences to customise your experience on our webshop.

The interest cookies allow us to:

- Combine your online browsing, search, and buying behavior, regardless of which device you visit the webshop with.
- Tailor offers and recommendations in our webshop based on your interests and preferences
- Show you offers and recommendations based on your interests and the combination of your browsing, search, and buying behaviour
- Show targeted offers and recommendations based on your browsing behavior on third party websites.

Clear browser settings and cookies

If you do not want websites to store cookies on your computer, you can adjust your browser settings. You will receive a warning before cookies are stored. You can also customise your settings so that your browser will refuse all cookies or only third party cookies. You can delete cookies that have already been stored. Be sure to customise settings for each browser, device, and computer you are using. We would like to remind you that if you do not want to use cookies, we are unfortunately unable to guarantee the best possible experience on our webshop. Some of the features of the webshop may be lost or you may not see certain pages at all. In addition, refusing cookies does not mean that you no longer see ads. The ads, however, are no longer adapted to your interests and are repeated more often. How to customise your settings differs per browser. If necessary, consult the help function of your browser.

Chrome - <https://support.google.com/chrome/answer/95647?hl=en>

Firefox - <https://support.mozilla.org/en/kb/cookies-verwijderen-gegevens-wissen-websites-opgeslagen>

Safari - <https://support.apple.com/en-en/HT201265>

Edge - <https://support.microsoft.com/help/10607/microsoft-edge-view-delete-browser-history>

Internet Explorer - <https://support.microsoft.com/help/17442/windows-internet-explorer-delete-manage-cookies>

Etrias' Privacy Policy

Some cookies also use personal information as you have read above. In our privacy policy, you will find more information about how Etrias handles your data.