



# Merin

## Cookie statement



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## 1. Introduction

This is Merin's cookie statement. Here you will find information related to the cookies that Merin (possibly) places on your devices. These can be devices such as computers, smartphones, tablets and laptops.

Merin uses cookies to offer you as a visitor an optimal service and user experience. Merin will request permission for the use of certain cookies with the cookie banner.

### ***What are cookies?***

Cookies are small text files that are placed on a PC, mobile phone or tablet by an internet page. These text files collect certain information. What data a cookie collects differs per type of cookie. This can be data related to the operation of the website, or data that can form a "profile" of visitors for analysis purposes.

There are three different types of cookies, each of which has its own function. This concerns analytical cookies, necessary/functional cookies and marketing cookies.

Below we offer you an overview of the cookies that are (possibly) placed by Merin. All cookies are categorized based on their functions. These cookies are displayed with the terms used by the cookies themselves.



### 1.1 Necessary/functional

Necessary and functional cookies are used to make certain functions of the website work properly. Consider, for example, the pop-up for the cookie banner. Below you will find an overview of the necessary and functional cookies that Merin places. The storage period is also displayed.

Cookie	Purpose	Storage period
_grecaptcha	This cookie is used to distinguish between humans and bots.	<b>Persistent</b>
_GRECAPTCHA	This cookie is used to distinguish between humans and bots.	<b>179 days</b>
CONCRETE5	Registers whether the user is logged in. This allows the website owner to make parts of the website inaccessible, based on the user's log-in status.	<b>Session</b>
CONSENT	Used to detect if the visitor has accepted the marketing category in the cookie banner.	<b>2 years</b>
CONSENT	Used to detect if the visitor has accepted the marketing category in the cookie banner.	<b>2 years</b>
frontend	Stores a random ID which ensures that a user can be uniquely identified as a guest or logged in user. Functions such as "Items last viewed" or retention of the logged in state are connected with this cookie.	<b>Session</b>
Li_gc	Stores the user's cookie consent state for the current domain.	<b>2 years</b>
Rc::a	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	<b>Persistent</b>
Rc::b	This cookie is used to distinguish between humans and bots.	<b>Session</b>
Rc::c	This cookie is used to distinguish between humans and bots.	<b>Session</b>

### 1.2 Analytical

Analytical cookies keep track of visitor usage of the website. These data are only intended to map out how the Merin website functions, and where improvements are possible. For example, by using analytical cookies we can track whether a page of the website loads correctly.

Below you will find an overview of the analytical cookies on the Merin site and what the functions of these cookies are. The storage period is also displayed.

Cookie	Purpose	Storage period
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	<b>2 years</b>
_ga_#	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	<b>2 years</b>
_gat	Used by Google Analytics to throttle request rates.	<b>1 day</b>
_gd#	Unclassified.	<b>Session</b>
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	<b>1 day</b>



_hjAbsoluteSession onInProgress	This cookie is used to count how many times a website has been visited by different visitors- this is done by assigning the visitor an ID, so the visitor does not get registered twice.	<b>1 day</b>
_hjFirstSeen	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.	<b>1 day</b>
_hjIncludedInPagevie wSample	Used to detect whether the user navigation and interactions are included in the website's data analytics.	<b>1 day</b>
_hjIncludedInPagevie wSample	Registers data on visitors' website behavior. This is used for internal analysis and website optimization.	<b>1 day</b>
_hjSession_#	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	<b>1 day</b>
_hjSessionUser_#	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	<b>1 year</b>
AnalyticsSyncHistory	Used in connection with data synchronization with third-party analysis service.	<b>29 days</b>
collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	<b>Session</b>
TawkConnectionTim e	Allows the website to recognize the visitor, in order to optimize the chat-box functionality.	<b>Session</b>

Regarding the use of Google Analytics, we would like to make a few more points. First of all, we apply Google Analytics in a privacy-friendly way. This means that we have arranged the following matters:

- We have entered into a processor agreement with Google;
- Sharing data with third parties is always done anonymously within Google Analytics;
- We do not use other Google services via Google Analytics cookies.

The information is collected and then transferred to Google LLC in the United States of America (and stored there on Google servers). As in this situation the personal data concerned is transferred to an organization outside the EEA, we will ensure that appropriate measures are taken to warrant an adequate level of protection of your personal data in accordance with the applicable data protection law. In general, we will enter into standard contractual terms (as approved by the European Commission) with the recipient. For more information about data processing in the context of Google Analytics: read [Google's privacy policy](#), as well as the [privacy policy of Google Analytics](#).

Do you want to ensure that Google Analytics cookies are not placed on your devices when you visit our website? [Then download and install the Google Analytics Opt-out Browser Add-on.](#)

### 1.3 Marketing/ Tracking

Marketing cookies are used to show targeted advertisements to Merin visitors and to pursue commercial purposes in other ways. When you search for a term that has to do with Merin, you may see an advertisement from Merin. This ad may also appear based on your internet behavior. In addition, the cookies used by social media are also displayed here (showing advertisements).

Below you will find an overview of the marketing cookies that Merin uses and what their functions are. The storage period is also displayed.



Cookie	Purpose	Storage period
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	<b>3 months</b>
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	<b>3 months</b>
ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behavior across websites.	<b>Session</b>
Bcookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	<b>2 years</b>
bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	<b>2 years</b>
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	<b>3 months</b>
lang	Set by LinkedIn when a web page contains an embedded "Follow us" panel.	<b>Session</b>
Lidc	Used by the social networking service, LinkedIn for tracking the use of embedded services.	<b>1 day</b>
Tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	<b>Session</b>
UserMatchHistory	Ensures visitor browsing security by preventing cross site request forgery.	<b>29 days</b>
VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	<b>179 days</b>
YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	<b>Session</b>
Ytidb::LAST_RESULT_ENTRY_KEY	Stores the user's video player preferences when using an embedded YouTube video.	<b>Persistent</b>
Yt-remote-cast-available	Stores the user's video player preferences when using an embedded YouTube video.	<b>Session</b>
yt-remote-cast-installed	Stores the user's video player preferences when using an embedded YouTube video.	<b>Session</b>
yt-remote-connected-devices	Stores the user's video player preferences when using an embedded YouTube video.	<b>Persistent</b>
yt-remote-device-id	Stores the user's video player preferences when using an embedded YouTube video.	<b>Persistent</b>
yt-remote-fast-check-period	Stores the user's video player preferences when using an embedded YouTube video.	<b>Session</b>
yt-remote-session-app	Stores the user's video player preferences when using an embedded YouTube video.	<b>Session</b>
yt-remote-session-name	Stores the user's video player preferences when using an embedded YouTube video.	<b>Session</b>
venc	A cookie from WiQhit, this cookie creates recommendations on the site.	<b>1 day</b>
veuid	A cookie from WiQhit, this cookie creates recommendations on the site.	<b>2 years</b>



1.4 Other

Cookie	Purpose	Storage period
Lang	Remembers the user's selected language version of a website.	Session
Twk_idm_key	Allows the website to recognize the visitor, in order to optimize the chat box functionality.	Session

Do you have any questions about our cookie policy? Please feel free to contact us using the details below. Would you like to know more about our privacy practices? Then check out [our privacy statement](#).

[Privacy@merin.nl](mailto:Privacy@merin.nl)

Hogehilweg 8 | 1101 CC | Amsterdam  
Mailbox 94186 | 1090 GD | Amsterdam  
Chamber of Commerce no. 33186563

Our Data Privacy Officer: Weroen Ramautar, can also be reached via [privacy@merin.nl](mailto:privacy@merin.nl).

*Latest update: 07 - 07 - 2022*