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	Doel	Storage period
cache-sprite-plyr	This cookie is necessary for the cache function. A cache is used by the website to optimize the response time between the visitor and the website. The cache is usually stored on the visitor's browser.	**Persistent**
CONCRETE5	Registers whether the user is logged in. This allows the website owner to make parts of the website in accessible, based on the u ser's log-in status.	**Session**
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.	**Persistent**
Rc:b	This cookie is used to distinguish between humans and bots.	**Session**
Rc:c	This cookie is used to distinguish between humans and bots.	**Session**
Rc:d	This cookie is used to distinguish between humans and bots.	**Persistent**

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	Doel	Storage period
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	**2 years**
_gat	Used by Google Analytics to throttle request rates.	**1 day**
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	**1 day**
_hjAbsoluteSessiononlnProgress	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.	**1 day**
_hjid	Sets a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	**1 year**
_hijd	Sets a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	**Persistent**
_hjInludedInPagevieuwSample	Determines if the user's navigation should be registered in a certain statistical place holder.	**1 day**
_hjInludedInPagevieuwSample	Determines if the user's navigation should be registered in a certain statistical place holder.	**Persistent**
collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	**Session**
TawkConnectionTime	Allows the website to recognize the visitor, in order to optimize the chat-box functionality.	**Session**

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	Doel	Storage period
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months
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.	Session
fr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
IDE	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year
NID	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	6 months
Test_cookie	Used to check if the u ser's browser supports cookies.	1 day
Tr	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	Session
VISITOR_INFO1_LIVE	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days
YSC	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session
yt-remote-cast-installed	Stores the user's video player preferences when using an embedded YouTube video.	Session
yt-remote-connected-devices	Stores the user's video player preferences when using an embedded YouTube video.	Persistent
yt-remote-device-id	Stores the user's video player preferences when using an embedded YouTube video.	Persistent
yt-remote-fast-check-period	Stores the user's video player preferences when using an embedded YouTube video.	Session
yt-remote-session-app	Stores the user's video player preferences when using an embedded YouTube video.	Session
yt-remote-session-name	Stores the user's video player preferences when using an embedded YouTube video.	Session

1.4 Other

Cookie	Doel	Storage period
Plyr	Necessary for the implementation of video-content on the website.	**Persistent**
Ss	Necessary for the functionality of the website's chat-box function.	**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 https://merin.nl/privacy.

Privacy@merin.nl
Hogehilweg 8 | 1101 CC | Amsterdam
Mailbox 94186 I 1090 GD I Amsterdam
Chamber of Commerce no. 33186563

Our Data Privacy Officer: Weroen Ramautar, can also be reached via privacy@merin.nl.

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