

COOKIE POLICY

If you visit our website www.pauwelsconsulting.com we can store 'cookies' on your device. Cookies are essential for us in order to optimise your visit on our website.

Below we explain which cookies we use and why. Do you have further questions? Please do not hesitate to contact us at contact@pauwelsconsulting.com or +32 9 324 70 80. We gladly explain our cookie policy to you.

1. THE PARTIES?

The following definitions shall have the following meanings:

'Pauwels Consulting': Pauwels Consulting NV, registered office at Lambroekstraat 5A, B-1831 Diegem, Belgium, registered under company number 0466.878.816

'User' or **'you'**: any natural (B2C) or legal (B2B) person that enters into a contractual relationship of any kind with Pauwels Consulting via its online platform.

'Legislation': Article 129 Law concerning electronic communication, as changed by W 2012-07-10/04, art. 90, 017; (effective: 04-08-2012) ([URL](#)).

2. WHAT ARE COOKIES AND WHY ARE THEY IMPORTANT?

A cookie is a small text file that is stored on your computer or mobile device when you visit a website. Cookies, for example, remember your personal preferences, website visits and device to optimise your visit on our website.

Some cookies remember personal information (directly or indirectly) and are therefore privacy-sensitive. Therefore they fall under the European and Belgian privacy legislation.

The use of cookies is regulated by the European Parliament and the Board of the European Union through the [e-Privacy directive 2002/58/EC](#).

All EU Member States have transposed this directive into a national legislation. The cookie use and cookie legislation in every European country will thereby be regulated differently.

In Belgium this is done by a [modified version of art. 129](#) of the [legislation of June 13, 2005 concerning the electronic communication](#).

3. WHICH COOKIES DOES PAUWELS CONSULTING USE AND FOR WHAT PURPOSES?

Types of cookies

4 different types of cookies are being used on the website of Pauwels Consulting:

I. Essential cookies

Essential cookies are cookies that are necessary for (improvement of) the functionality of the website, for example cookies that manage the load time of webpages.

II. Functional cookies

Functional cookies collect information about choices and preferences of users and offer the opportunity to remember and personalise language and other local settings.

III. Analytical or performance cookies

Analytical or performance cookies collect information about the behaviour of users to measure the performance of the website and optimise the user experience.

IV. Targeting or advertising cookies

Targeting or advertising cookies follow-up (the online behaviour of) users to compose customer or user profiles.

These profiles are usually used to display relevant and personalised advertisements corresponding to the interests of associated users.

In addition, they are used to measure the effectiveness of ad campaigns and to conduct market analyses.

Specific overview

Below you find an overview of the specific cookies that are used on the website of Pauwels Consulting:

Pauwels consulting

Cookie “__EC_TEST__”

- Purpose: used to remember if the user is accessing the website on a computer or mobile device.
- Type: functional
- Expiration time: 1 session

Cookie "PHPSESSID"

- Purpose: session management, preserves user data across page requests.
- Type: functional
- Expiration time: session

Cookie "_cfduid"

- Purpose: used by the content network, Cloudflare, to identify trusted web traffic.
- Type: essential
- Expiration time: 1 year

Cookie "wpml_browser_redirect_test"

- Purpose: saves the user's preferred language on the website.
- Type: functional
- Expiration time: 1 session

Cookie "_icl_visitor_lang_js"

- Purpose: saves the user's preferred language on the website.
- Type: functional
- Expiration time: 30 days

Cookie "_icl_current_language"

- Purpose: saves the user's preferred language on the website.
- Type: functional
- Expiration time: 30 days

Cookie "CookieConsent"

- Purpose: stores the user's cookie consent state for the current domain
- Type: essential
- Expiration time: 13 months

Google Analytics (third party)

Cookie "_ga"

- Purpose: distinguishes users.
- Type: analysis / performance
- Expiration time: 2 years

Cookie "_gat"

- Purpose: remembers and manages the number of requests.
- Type: analysis / performance
- Expiration time: 10 minutes

Cookie "_gid"

- Purpose: registers a unique ID that is used to generate statistical data on how the visitor uses the website.
- Type: analyse / performance
- Expiration time: 1 session

Cookie "_gali"

- Purpose: saves statistics (visited pages).
- Type: analyse / performance
- Expiration time: 30 seconds

Cookie "_utma"

- Purpose: remembers and distinguishes users and sessions.
- Type: analyse / performance
- Expiration time: 2 years

Cookie "_utmb"

- Purpose: remembers and distinguishes users and sessions.
- Type: analyse / performance
- Expiration time: 30 minutes

Cookie "_utmz"

- Purpose: collects traffic sources or referring campaigns.
- Type: analyse / performance
- Expiration time 6 months

Cookie "_utmv"

- Purpose: saves custom variable data at a visitor level.
- Type: analyse / performance
- Expiration time: 2 years

Cookie "_uv_id"

- Purpose: collects data on the user's visits to the website, such as which pages have been read.
- Type: analyse / performance
- Expiration time: 1 session

[Click here for more information on the cookies of Google Analytics.](#)

DoubleClick by Google (third party)

Cookie "test_cookie"

- Purpose: used to check if the user's browser supports cookies.
- Type: targeting / advertising
- Expiration time: session

Cookie "_drt_"

- Purpose: shows relevant advertisements to users and collects information about user interaction with these ads.
- Type: targeting / advertising
- Expiration time: 550 days

Cookie "id"

- Purpose: used to register and report data to measure the efficacy of an ad and to present targeted ads to the user.
- Type: targeting / advertising
- Expiration time: 1280 days

Cookie "IDE"

- Purpose: used to register and report the website user's actions after viewing or clicking one of the advertiser's ads.
- Type: targeting / advertising
- Expiration time: 1 year

[Click here for more information on the cookies of DoubleClick.](#)

LinkedIn (third party)

Cookie "JSESSIONID"

- Purpose: session management, remembers user data of user requests.
- Type: essential
- Expiration time: session

Cookie "leo_auth_token"

- Purpose: used for tracking the use of embedded services.
- Type: targeting / advertising
- Expiration time: session

Cookie "visit"

- Purpose: used for tracking the use of embedded services.
- Type: targeting / advertising
- Expiration time: 2 years

Youtube (third party)

Cookie "VISITOR_INFO_LIVE"

- Purpose: tries to estimate the users' bandwidth on pages with integrated YouTube videos.
- Type: functional
- Expiration time: 8 months

Cookie "YSC"

- Purpose: registers a unique ID to keep statistics of what videos from YouTube the user has seen.
- Type: analysis
- Expiration time: 8 months

Cookie "PREF"

- Purpose: registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.
- Type: analysis
- Expiration time: 8 months

4. HOW CAN I MANAGE MY COOKIES?

You can manage your cookies in your browser settings. Please find instructions for:

- [Mozilla Firefox](#)
- [Windows Internet Explorer](#)
- [Google Chrome](#)
- [Safari](#)

5. QUESTIONS OR REMARKS?

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