

Cookie Policy

This cookies policy explains what cookies are and how they are used (hereafter the 'Cookie Policy'). It is addressed to the public accessing the Website (hereunder 'the Visitor' or 'you').

Belgian Mobile Wallet SA/NV advises the Visitor to read both the Privacy Policy and the Cookie Policy as both are important for the protection of personal data.

1. GENERAL

This Cookie Policy applies to all websites operated by Belgian Mobile Wallet SA/NV and notably www.itsme.be (hereunder the 'Website'). Belgian Mobile Wallet SA/NV is registered with the Belgian authorities¹ at Place Sainte-Gudule 5, 1000 Brussels, Belgium, under the number 0541.659.084 (hereunder 'we' or 'us').

As you first access our Website a Cookie Banner appears requesting that you accept the use of our cookies. It also provides access to our Cookie Policy.

By accessing the Website you accept the use of cookies in accordance with the terms of this Cookie Policy. We process the data obtained from cookies in line with our Privacy Policy, which can be found here. Should the Visitor choose not consent to our Cookie and Privacy Policies, they are kindly requested to leave the Website.

We reserve the right to amend both its Cookie and Privacy Policies. The Visitor is asked to regularly consult these Policies to stay informed.

If you have any questions about how we collect, store and use your personal information, please read our Privacy Policy which is accessible via the following link: [Privacy Policy](#). If you have any questions about how we use cookies, please contact us by any of the following means:

Telephone: +32 (0)2 657 32 13

E-mail: privacy@itsme.be

Post: Place Sainte-Gudule 5, 1000 Brussels, Belgium

2. WHAT ARE COOKIES?

A cookie is a small text file that the Website saves on your computer or mobile device when you visit the Website. It enables the Website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the Website or browse from one page to another.

Cookies are used to optimize your browsing experience and simplify transactions online. Cookies allow us to recognize you every time you visit the Website and to recall personalized settings. This facilitates and improves your browsing experience. Furthermore, we collect data on how the Website is accessed to improve their overall performance in terms of speed and functionality/ease of use.

They do not operate independently from the Website or, in any manner, access data from your computer or phone.

¹ The Crossroads Database of Undertakings (Banque-Carrefour des Entreprises/Kruispuntbank van Ondernemingen).

3. THE DIFFERENT TYPES OF COOKIES WE USE

3.1. We use the following different types of cookies:

- **Navigation Cookies**

These cookies are necessary to enable web browsing and different functions attached thereto. The cookies allow you to navigate from one webpage to the next and store information necessary for filling in forms. Should You refuse these cookies, then different Website functions will be hindered (either completely or partially).

- **Functional Cookies**

These cookies facilitate and improve your overall browsing experience. They allow for settings to be personalized at your request.

- **Tracking Cookies**

These cookies are used to follow your activity on the Website. They gather the following types of data: number of visits to the Website, the duration of a session and any campaign data.

- **Google DoubleClick Cookies**

These cookies are used to manage and optimize our marketing campaigns on other websites. For more information on the use of these cookies, we refer to Google's privacy policy: <https://www.google.com/policies/privacy/>.

3.2. Detailed Information on the Cookies Used

- **Mobile ID Cookie Consent:**

The Cookies are used to identify users during a visit to the Website and keep track of the user's input when filling in online forms, shopping carts, etc. These Cookies will also detect any authentication abuses. They last for the duration of a session or for a few hours in some cases.

- **Mobile ID Language:**

These Cookies allow for users to customize the Website's interface (i.e. choosing language, font, etc.) and store data in order to play any multi-media content. Overall, the Cookies expire 2 years after a visit to the Website.

- **Google analytics tracking Cookies :**

These Cookies assign randomly generated numbers to visitors to the Website as an identifier. The Cookies are included in each page request to any website and are used to calculate the number of visits to a website, the duration of a session and any campaign data for the sites' analytics reports. They are set to expire 2 years after a visit to the Website.

4. OUR USE OF COOKIES

The data collected from the cookies will be used in line with our *Privacy Policy*. In this respect, we only share your data with third party that performs data processing activities on our behalf and in line with our policies.

First and foremost, any personal data collected through the cookies is used to improve your browsing experience and to improve our Website. We further use such personal data to study purchasing behaviour and preferences for our general market research.

Certain cookies only store and use data for the duration of your visit to the Website, such as the navigation cookies. Data collected from the functional and tracking cookies will be used so long as you continue to visit the Website and will be stored for a period of 2 years after your last active consultation of the Website, after which these data will be deleted.

5. MANAGING COOKIES

In order to ensure access to, rectification of, and the ability to withdraw consent at any time concerning your personal data you can always manage the use of cookies through your personal web browser's settings. The web browser can be configured to either block all, accept/block some or accept all cookies.

Should you choose to erase or block certain cookies, you will probably experience difficulties operating the Website. Blocking cookies impacts the ease and functionality of web browsing. For example, refusing all cookies will impede web transactions.

Every web browser has its own configuration. For the most part, however, you can consult the “Preferences” or “Settings” menu in the top right hand corner to modify cookies options or go to “help”. For further information see the following links here below:

- **Google Chrome**
<https://support.google.com/chrome/answer/95647?hl=fr-GB&hlrm=nl>
- **Internet Explorer:**
<http://windows.microsoft.com/fr-BE/internet-explorer/delete-manage-cookies#ie=ie-9>
- **Mozilla Firefox**
<http://support.mozilla.org/fr/kb/activer-desactiver-cookies?s=cookies&r=5&as=s>
- **Safari**
http://support.apple.com/kb/PH5042?viewlocale=fr_FR

For more details on cookies and how to change your browser settings, see: www.allaboutcookies.org.