



Cookie Policy

This cookie 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 <https://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:

3.1.1. Our own 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>.

3.1.2. Third-party cookies

- **Advertising Cookies**

These advertising cookies use information about your web browsing activity and habits show you relevant advertisements based upon your interests and those of similar users.
- **Remarketing**

These third-party cookies are used by social networks to follow your actions, such as clicking, from an advertisement on the social network to a page on our site.

3.2. Detailed Information on the Cookies Used

- **itsme 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.
- **itsme 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. THIRD PARTY COOKIES ON OUR WEBSITE

With our permission, third party advertisers can put cookies on your browser in order to get more information about your browsing habits and enable them to show you more tailored advertisements whilst you are on our website.

Third party cookies are also used to manage and optimize BMID marketing campaigns on other websites by using "DoubleClick" that is part of Google. (For more information about using cookies from Google, please see the Google Privacy Policy (<https://www.google.com/policies/privacy>)). DoubleClick uses ID cookie to keep a log of which ads show to which browsers. When it's time to serve an ad to a browser, DoubleClick can use the browser's ID cookie to check which DoubleClick ads have already been delivered to that particular browser.

We also use Remarketing pixels for our marketing campaigns on, among others, social networks. Pixels are single pixel transparent graphics files, called a GIF, that are added to a webpage. Pixel communicates with cookies on a device and pulls information from consumer's computer's cookies such as an IP address and enables to know who is clicking through on advertisements and ending up on a sales page. This can include a cookie created by the social networks, such as Facebook inc, on the pages of the BMID site. This allows the social media to track their users' actions from an advertisement on the social network to a page on our site. The social networks can later (i) identify on their user platform who visited the affected webpage, (ii) provide customized services and, (iii) put more targeted advertisements. Users who are not members of the social network are not involved in that data processing.

More information about the collection and processing of information, the use of data by social networks, as well as the available settings for protecting your privacy, can be found in their privacy policies.

6. MANAGING COOKIES

The first time you visit our website, you will see an overlay. By clicking on "Proceed", you are consenting to our use of cookies. By using our website, which contains a clear hyperlink to our cookie policy on every page, you are deemed to consent to the use of cookies as described in our cookie policy.

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.

You can disable targeting/advertising cookies, which remember your browsing habits and display relevant advertising when you are online. If you choose to turn off these cookies you will still see advertising on the internet but it may not be tailored to your interests. It does not mean that you won't be served any advertisements whilst you are online. You can also manage this type of cookie in the privacy settings on the web browser you are using.

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:
<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- Mozilla Firefox
<https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Safari
<https://support.apple.com/en-gb/guide/safari/sfri11471/mac>

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