



Cookie statement Makelaars Associatie

Last revised: 01-10-2018

Information about cookies

The Makelaars Associatie uses cookies on the website <https://www.makas.nl>. Cookies are small information files that are stored on the device with which you visit our website, such as a computer, a smartphone or a tablet. Where we mention "cookies" we also mean comparable techniques such as pixels, scripts and beacons.

Cookies will recognize your web browser so there will be no need for you to enter your data or indicate preferences over and over again. We can also improve our website and obtain more insight in the visitor behaviour of the website.

1. Types of Cookies

There are different types of cookies:

- **Functional cookies:** These are necessary for the proper functioning of the website. They ensure for example that the desired information is displayed quickly and correctly every time you visit our website. No authorization is required for placing functional cookies.
- **Analytical cookies:** We use these to analyse the usage of our website: e.g. how often the website is visited, the used web page and which web pages have been visited mostly. These cookies do not require permission because they do not affect your privacy.
- **Tracking cookies:** These cookies are used for surfing behaviour, in that way we can show personalized online advertisements and customized content based on your surfing habits. We always ask for your permission to place these cookies.
- **Social media plug-in cookies:** Social media plug-in cookies are used to display content from social media on our website. We ask for your permission to install these cookies.
- **Use of session cookies:** With the help of a session cookie we can see which parts of the website you have viewed during your visit. We can adjust our service as much as possible to the surfing behaviour of our visitors. These cookies are automatically deleted when you close your web browser.
- **Use of permanent cookies:** With the help of a permanent cookie we can recognize you at a new visit on our website. The website can be specially tailored to your preferences. Even when you have given permission for the placing of cookies, we can remember this by means of a cookie. This means that you do not have to repeat your preferences every time, thus saving time and making a better use of our website. You can delete permanent cookies via the settings of your browser.

Below you will find an explanation and an overview of the cookies that we use.

2. Makelaars Associatie places the following functional cookies:

Comes from	Purpose	Do we ask permission for this?	Transfer of information? If so, recipient of information
Cookie pop-up			
Makas.nl	The cookie pop-up disappears when you accept it, this cookie does not display it again after acceptance	No, this is a functional cookie	No. This cookie is stored for one year.
lang			
cdn.syndication.twimg.com	Remembers the user-selected language version of a website.	No, these are functional cookies	No. This cookie is stored per user session.
PHPSESSID			
Makas.nl	Maintains user session status for all page requests.	No, this is a functional cookie	No. This cookie is stored per user session.

3. Makelaars Associatie places the following analytical cookies:

Google Analytics

Through our website a cookie is placed from the American company Google, as part of the "Analytics" service. We use this service to track and receive reports on how visitors use the website. Google may provide this information to third parties if Google is legally obliged to do so, or if third parties process the information on behalf of Google. We have no influence over this. We have allowed Google to use the obtained analytics information for other Google services. The information that Google collects is anonymised as much as possible. Your IP address is explicitly not given. The information is transferred to and stored by Google on servers in the United States. Google maintains the Safe Harbor principles and is affiliated with the Safe Harbor program of the US Department of Commerce. This means that there is an appropriate level of protection for the processing of any personal data.

Comes from	Purpose	Do we ask permission for this?	Transfer of information? If so, recipient of information
<u>_ga, _gid, utma, utmb, utmv en umtz</u>			
Google Analytics	Cookies for statistics such as: <ul style="list-style-type: none"> • tracking the number of visitors on our web pages; • keeping track of the amount of time each visitor spends on our web pages; • determining the order in which a visitor visits the various pages of our website; • assessing which parts of our site need adjustment; • optimising the website. 	No, unless it affects privacy.	This information is kept for 2 years.
<u>_at.hist.#</u>			
Makas.nl	Used by AddThis, the social sharing platform, to store the user history of the user of the AddThis sub widget	No, unless it affects privacy.	This cookie is permanently stored.

4. Makelaars Associatie places the following tracking cookies:

With your permission we place a cookie on your hardware, which can be collected as soon as you visit a website from our network. This allows us to learn that you have been on our other website(s) from our network in addition to our website. The acquired profile is not linked to your name, address, e-mail address, etc., but only serves to match advertisements to your profile, so that they are as relevant as possible for you.

Comes from	Purpose	Do we ask permission for this?	Transfer of information? If so, recipient of information
n.v.t.			

5. Makelaars Associatie places the following Social media plug-in cookies:

Buttons are included on our website to promote web pages ("like") or share ("tweet") on social media networks like Facebook and Twitter. These buttons operate by pieces of code that come from Facebook or Twitter itself. This code places the cookies. We have no influence over that. Read the privacy statement of Facebook or Twitter (which can change regularly) to learn what they do with your (personal) data that they process via these cookies.

The information they collect is anonymised as much as possible. The information is transferred to and through Twitter, Facebook, Google + and LinkedIn stored on servers in the United States. LinkedIn, Twitter, Facebook and Google + adhere to the Safe Harbor principles and are affiliated with the Safe Harbor program of the US Department of Commerce. This means that there is an appropriate level of protection for the processing of any personal data.

Comes from*	Purpose	Do we ask permission for this?	Transfer of information? If so, recipient of information*
Lu,xs,s,presence,act,c_user,csm,p,fr,datr			
Facebook, Twitter, LinkedIn	You can share the articles, photos and videos that you view on our website by means of buttons via social media. To make these buttons work, we use cookies from the social media so they will recognise you when you want to share information. These cookies thus make it possible for logged-in users of selected social media to share certain content of our website directly.	yes	

*)These social media can also collect your personal information for their own purposes. Makelaars Associatie has no influence over what these parties do with your personal data. More information about the cookies of social media and the data that may be collected as a result, can be found in the privacy and cookie policy of the individual social media. Below is a list of the privacy statements of the social media channels that are most often used by Makelaars Associatie:

- Link privacy policy Facebook : <https://www.facebook.com/policy.php>
- Link privacy policy Twitter: <https://twitter.com/privacy?lang=en>
- Link privacy policy Linked in: <https://www.linkedin.com/legal/privacy-policy>

6. Storage period for cookies and preferences

The cookies are stored on the device for a maximum of 5 years. You can always turn off cookies yourself or delete them from your device. How you can do this varies per type of web browser and device. The settings of the browser can also be configured in such a way that cookies are refused. Please note that if you choose to block cookies, this may interfere with the services of Makelaars Associatie or the functioning of certain website elements.

There are various tools for managing cookies, such as the Network Advertising Initiative (NAI) opt-out tool, at networkadvertising.org/choices. This allows you to refuse the use of information about your online activities for online behavioral advertising by companies that are members of NAI. There may be another option in your smartphone via the 'Limit Ad Tracking' setting (for iOS devices) or an 'Opt out of Interest-Based Ads' setting (Choosing not to participate in interest-based advertising) (for Android devices), which allows you to limit the use of information about your use of applications that aims to provide advertising that is focused on your interests. More information about disabling cookies or managing cookie settings for the browser can be found in the following list:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Firefox <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Internet Explorer: <http://windows.microsoft.com/en-GB/windows-vista/Block-or-allow-cookies>
- Safari: <http://help.apple.com/safari/mac/8.0/#/sfri11471>

7. Adjustment of cookie statement

This statement can be adjusted, for example because our website changes or the rules for cookies change. If changes are made to this document, you can see the adjustment date at the top of the document. The new cookie statement will take effect at the time of publication. If you do not agree with the modified statement, you should change your preferences or consider not using the website.

8. More information

Go to allaboutcookies.org or youonlinechoices.eu (Europe) for more information about the use of cookies and how to block them. Do you have questions, requests or complaints about cookies or this cookie statement? Or do you want to submit a request for access, correction or deletion, for example? Our contact information can be found in: <https://www.makas.nl/privacyverklaring-en.pdf>