

## COOKIE POLICY STICHTING KI CULTURE

2021

On this website, Stichting Ki Culture (hereinafter: “**Ki Culture**”) uses cookies. A cookie is a simple small file that a website stores on your hard drive via the browser. These cookies store information, such as what you have previously visited on our website, so that you do not have to do this again on your next visit. In this cookie policy we inform you about the way in which Ki Culture handles cookies.

Below you can read more about the following topics:

1. Which types of cookies does Ki Culture use and for what purposes?
2. Google Analytics
3. Manage cookies yourself
4. Contact information and changes to this policy

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### 1. Which types of cookies does Ki Culture use and for what purposes?

Generally, there are several types of cookies:

**Temporary cookies** are deleted when your browser is closed. These cookies only apply to the current session and are therefore also called session cookies.

**Permanent cookies** remain on your computer, even after your browser is closed. These include:

- *Functional or technical* cookies; these are cookies that are necessary for the website to function. Such cookies are also used to remember settings and preferences;
- *Non-functional* cookies; these register your visiting behavior. These can be further categorized in the following types:
  - **Direct** (first-party) cookies. These are placed by the website you are visiting. For example: you surf to our website, and we place a cookie to keep track of which services you view. On a subsequent visit to our website, an offer can then be made based on your previous visit;
  - **Indirect** (third-party) cookies. These are used by advertisers who make targeted offers on websites of other companies based on surfing behavior;
  - **Analytical** cookies / Google Analytics. This is used to collect (anonymous) visitor data. See below for more information about Google Analytics.

Ki Culture uses the following cookies:

Name cookie	Type of cookie	Purpose	Expiry date cookie	Type
1P_JAR	Third party	Google uses these cookies, based on recent searches and interactions, to customise ads on Google websites.	After 1 month	HTTP
_gat	Third party	Google uses these cookies to throttle request rate.	After 1 minute	HTTP
_ga	Third party	Google uses these cookies to distinguish users.	After 2 years	HTTP
_gid	Third party	Google uses these cookies to distinguish users.	After 24 hours	HTTP
wp-settings-time	Third party	Wordpress uses these cookies to customize your view of the admin interface, and possibly also the main site interface.	After 1 year	HTTP
wp-settings	Third party	Wordpress uses these cookies to customize your view of the admin interface, and possibly also the main site interface.	After 1 year	HTTP

Ki Culture uses cookies for the following purposes:

- To make our website more usable, through basic functions such as allowing registered users to authenticate and perform account related functions. These cookies do not store any

personal information. Our website cannot function properly without these cookies (**functional** cookie);

- Investigate the effectiveness of our marketing campaigns (**non-functional direct** cookie);
- Register the date and time you visit our website, obtain an overview of the total number of visitors to our website and the pages visited. These data provide us with information about the use of our website. The information is not used to know who you are, but only to analyze a visit to our website (**analytical non-functional** cookies, see below under Google Analytics).

### 3. Google Analytics

This website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). We use Google Analytics because we want to know how our visitors use the website, so that we can optimize the use of our website.

Google Analytics therefore uses cookies (see above in the diagram under 3) to help us analyze how users use the website. The information generated by the cookie about your use of the website (including your IP address) is usually sent to a Google server in the USA and stored there. Since IP anonymisation is activated on our website, your IP address will be shortened beforehand by Google within member states of the European Union or in other member states that are part of the European Economic Area. Google will only share the obtained information with third parties if they are legally obliged to do so or insofar as third parties process the information on behalf of Google. We have not given Google permission to use the information obtained for other Google services.

Only in exceptional cases will the full IP address be sent to a Google server in the USA and shortened there. For the benefit of the Entrepreneur, Google will process this information to keep track of how you use this website, to compile reports on the website activities for the Entrepreneur and to offer other services related to website and internet use. The IP address transmitted by your browser as part of Google Analytics is not linked to other Google data.

You can prevent Google Analytics cookies from being stored by selecting the appropriate setting in your browser. However, we kindly point out that in that case you may not be able to use all the features of this website. In addition, you can prevent the data collected by the cookie and related to your use of this website (including IP address) from being sent to Google, stored and processed by Google by downloading the browser plug-in available under the following link and install:

<https://tools.google.com/dlpage/gaoptout?hl=en>

#### 4. Manage cookies yourself

Via the browser settings on your computer you can delete already placed cookies and refuse the placing of new cookies. The way in which differs per browser; if necessary, consult the help function of your browser.

Most internet browsers are initially set to automatically accept cookies. If you do not want our website to store cookies on your device, you can change your browser settings so that you will first receive a warning before certain cookies are stored. You can also change your settings so that your browser refuses most of our cookies or only certain cookies from third parties. You can also remove your consent to cookies by deleting the cookies already stored.

Please note: if you refuse and / or delete cookies, you will not always be able to use all the features of a website. In addition, refusing or removing cookies only affects the computer and browser on which you perform this action. If you use multiple computers and / or browsers, you must repeat the above action(s) as often as necessary.

#### 5. Contact information and changes to this policy

If you wish to contact us with questions or comments about this Cookie Policy, you can do so via contacting the details below:

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#### *Policy Changes*

Ki Culture may amend this Statement from time to time if new developments occur and/or it deems this necessary. This Statement was last updated on the date indicated below.

Last Updated: January 2021