

## Introduction

SCOPE marketing technology (SMT) utilises different types of cookies and analytics to provide its website. Within this cookie statement SMT would like to inform you about the nature of the cookies used by this website, what data these cookies track, for how long this data is stored, and which third parties have access to this data.

## Who is responsible for processing your data?

SCOPE marketing technology BV, located at Wijkermeerstraat 3, 2131 HB Hoofddorp, is responsible for processing data according to the guidelines in this cookie statement. If you have any questions about cookie use by SMT, please contact us using [info@scope.nl](mailto:info@scope.nl).

The following websites and applications belong to SMT, and are covered by this cookie statement:

- [www.scope.nl](http://www.scope.nl)
- [www.cddondemand.com](http://www.cddondemand.com)

## What are cookies?

A cookie is a small data file which is stored on the server when you visit a website. This allows the website to remember some information about you, such as your preferred language or which types of articles or products you are interest in. This allows the website to remember your preferences for your next visit. Cookies are also necessary for some functionality of the website, for example to keep you logged in while you browse.

## Other technologies like cookies

In addition to cookies other technologies such as web beacons, pixels, and java scripts may be used to store information regarding your use of the website.

## Which kind of cookies does SMT use?

We consider it of the utmost importance that users of our website have insight into which type of cookies or similar technologies are used on our website, and for which purpose. The primary goal of SMT is to conserve the privacy of its users, while maintaining the functionality of its website. For the operation of its website, SMT uses the following cookies:

- Functional and technical cookies
- Cookies for website analytics

- Tracking cookies
- Social media plugins
- Cookies from third parties

The next sections will go in to detail about these cookie categories used by (and through) our website. They will explain how these cookies are used by our website, by whom, and for which purpose.

## Functional and technical cookies

Functional and technical cookies are necessary to ensure the website is fully functional. This includes loading all required assets and displaying complete webpages with the associated text, videos and forms. This category of cookies also facilitates functionality for users of our website(s). These cookies are necessary to display our website in the correct language, to allow video content to be shown and played, to facilitate links to other website, and to show the appropriate forms where necessary. This category of cookies stores no private data and poses no threat to user's privacy. Since these are integral to the website, these cookies cannot be refused.

## Cookies for website analytics

These cookies track how our visitors make use of our website. This allows us insight into how we can adjust our website to improve the user experience. An example of data tracked by analytics is how much time users spend on pages of our website. Data collected by these cookies is completely anonymous, and it cannot be linked back to an individual user in any capacity. These cookies are optional and can be disabled if desired.

## Tracking cookies

Tracking cookies are used to document the behaviour of individual users on our website. By tracking which parts of our website you visit the cookies construct a profile of your online behaviour and interest. This profile is kept completely anonymous, it is only coupled to the ip address associated with a user. The associated information is used to adjust the advertisements to be more relevant to your interests. These cookies are not offered to users by default, and must actively be authorised by users before they are used.

## Social media plugins

Social media plugins are tracking cookies which are associated with social media platforms. These are used to offer social media functionality on the websites of SMT, which allows users to easily share content on our website with their social media network. The website of SMT supports plugins for Twitter and LinkedIn. These are international social media businesses which also use these plugins to collect information about your browsing behaviour

on our website, which they use to improve their own user profile. By enabling these plugins these businesses can track how you use our website and use that information to enrich their user profile tied to you as an individual, for example because you've made an account for these platforms. These cookies are not enabled by default and must actively be authorised by users.

## Cookies by third parties

Some cookies on websites by SMT may be placed by third parties. These may be media agencies, advertisement networks, advertisers, or social media platforms. Advertisement networks and media agencies act as mediators between SMT and advertisers. Regarding the type of cookies used by third parties and the data these collect, we refer to the cookie statements of these third parties on their own websites. These statements may change regularly, but this is beyond the influence of SMT. These cookies are not enabled by default and must actively be authorised by users.

# Complete list of cookies

Name	Provider	Purpose	Expiry
<a href="http://www.cddondemand.com">www.cddondemand.com</a>			
<b>Category: Necessary</b>			
Rc::a	Maps.google.com	This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	Persistent
Rc::b	Maps.google.com	This cookie is used to distinguish between humans and bots.	Session
Rc::c	Maps.google.com	This cookie is used to distinguish between humans and bots.	Session
<b>Category: Statistics</b>			
_ga	Cddondemand.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_gat	Cddondemand.com	Used by Google Analytics to throttle request rate	1 day
_gid	Cddondemant.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
Collect	Google-analytics.com	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devised and marketing channels.	Session
<b>Category: Marketing</b>			
_ss	Cddondemand.com	Collects information on visitor behaviour on multiple websites. This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	1 day
_ss_referrer	Cddondemand.com	Collects information on visitor behaviour on multiple websites. This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	1 day

_ss_tk	Cddondemand.com	Collects information on visitor behaviour on multiple websites. This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	25 years
Koitek	Marketingautomation.services	Collects data on visitor's behaviour and interaction. This is used to optimize the website and make advertisement on the website more relevant.	10 years
NID	Google.com	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	6 months

[www.scope.nl](http://www.scope.nl)

**Category: Necessary**

AWSALB	Zopim.com	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	6 days
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**Category: Statistics**

_ga	Scope.nl	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
_gat	Scope.nl	Used by Google Analytics to throttle request rate	1 day
_gid	Scope.nl	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
_vwo_uuid_v2	Scope.nl	This cookie is set to make split-tests on the website, which optimizes the website's relevance towards the visitor – the cookie can also be set to improve the visitor's experience on a website.	1 year
AWSALBCORS	Zopim.com	Unclassified	6 days
mf_initialDomQueue	Scope.nl	Registers data on visitors' website-behaviour. This is used for internal analysis and website optimization.	Session
v.gif	visualwebsiteoptimizer.com	This cookie is set to make split-tests on the website, which optimizes the website's relevance towards the visitor – the cookie can also be set to improve the visitor's experience on a website.	Session

**Category: Marketing**

_ss	Scope.nl	Collects information on visitor behaviour on multiple websites. This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	1 day
_ss_referrer	Scope.nl	Collects information on visitor behaviour on multiple websites. This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	1 day
_ss_tk	Scope.nl	Collects information on visitor behaviour on multiple websites. This information is used on the website in order to optimize the relevance of advertisement. The cookie also allows the website to determine how the visitor accessed the website.	25 years
_zlcmid	Scope.nl	Preserves users states across page requests.	1 year
GPS	Youtube.com	Registers a unique ID on mobile devices to enable tracking based on geographical GPS location.	1 day
IDE	DoubleClick.net	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year
Koitk	Marketingautomation.services	Collects data on visitor's behaviour and interaction. This is used to optimize the website and make advertisement on the website more relevant.	10 years
Mf_#	Scope.nl	Collects data of the user's navigation and interaction on the website in order to personalise the purchasing experience.	3 months
r/collect	DoubleClick.net	This cookie is used to send data to Google Analytics about the visitor's device and behavior. It tracks the visitor across devices and marketing channels.	Session
Test_cookie	DoubleClick.net	Used to check if the user's browser supports cookies.	1 day
Visitor_info1_live	Youtue.com	Tries to estimate the users' band width on pages with integrated YouTube videos.	179 days
YSC	Youtube.com	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session

Yt-remote-cast-installed	Youtube.com	Stores the user's video player preferences using embedded YouTube video	Session
yt-remote-connected-devices	Youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent
yt-remote-device-id	Youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent
yt-remote-fast-check-period	Youtube.com	Stores the user's video player preferences using embedded YouTube video	Session
yt-remote-session-app	Youtube.com	Stores the user's video player preferences using embedded YouTube video	Session
yt-remote-session-name	Youtube.com	Stores the user's video player preferences using embedded YouTube video	Session

## Google Analytics

SMT makes use of Google Analytics, a website analytics service provided by Google Incorporated (referred to as "Google") that allows website providers insight into how visitors use the websites, and how effective Adwords-advertisements ran through Google's search results are. Google analytics makes use of cookies (small data files stored on your computer) that track how you use the website. The data files including your use of the website are coupled to your ip-adres and are stored in Google's server in the United States of America. See the privacy statement by Google for more information regarding data handling. Here you may also view the [privacy statement](#) of Google Analytics. Google uses information about the use of SMT's website to provide SMT with reports about the use of its website, as well as to inform advertisers that advertise through SMT about the effectiveness of their campaigns. Google may share this information with third parties if it is legally obliged to do so, or if these parties are tasked with processing this information for Google. This use lies outside the influence of SMT. SMT has not allowed Google to use analytics information acquired through SMT's website for other services provided by Google.

You can refuse the use of cookies by adjusting the appropriate settings in your web browser. If all cookies are refused however, SMT cannot guarantee the full functionality of its website since some cookies are required for the website to function. If you want to prevent Google Analytics from tracking your use of the website, specialised plugins which block the tracking functionalities of Google Analytics can easily be found online.

By using this website, you permit the processing of information by Google in the manner described, for the described purposes.

## **Intrekken toestemming/ aanpassen cookie-instellingen**

## **Rescinding permission/ changing cookie settings**

If you would prefer to prevent websites from placing cookies on your computer you can change your cookie settings in the settings menu of your internet browser. This window also allows you to remove cookies which have been placed by websites in the past. Keep in mind that this setting needs to be adjusted for every browser on every computer and mobile device.

Changing the cookie settings is a different process depending on which browser you use. The following links will lead to the manual for doing so for the most common internet browsers:

[Chrome](#)

[Firefox](#)

[InternetExplorer](#)

[Safari](#)

## **Final provisions**

This cookie statement may change over time following changes in regulations regarding cookies. We advise to periodically check this statement to keep up to date.

Version 1.0

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