

Twinfield N.V. COOKIE STATEMENT

This Twinfield Cookie Statement explains how cookies from Twinfield's website are sent to your computer and how information on your computer, tablet, or cell phone ('Peripherals') is read. It also specifies the purposes for which the collected information is used. In light of this, we strongly urge you to read this Cookie Statement thoroughly.

What are cookies and how does Twinfield use them?

Twinfield's website may send a cookie to your Peripherals and obtain access to these cookies. A cookie is a small piece of written data that is stored on your hard disk or in your Peripherals' memory when you visit Twinfield's website. The cookies sent from the website are in no way harmful to your Peripherals or your files.

Twinfield's Cookies

Twinfield uses "technical" and "functional" cookies to improve the website's user-friendliness and collect information about the website's quality and effectiveness. Functional cookies mean you are not required to reenter your login details on each page of the website. They also remember your preferred settings, such as the language used on the website.

Third-party Cookies

Aside from cookies placed by Twinfield, the website may send third-party cookies to your Peripherals. Twinfield does not have any control or authority over how these cookies function or how third parties use the information collected via these cookies. Twinfield is neither involved in nor uses the collected data other than for the purposes specified in this document.

Google Analytics

Twinfield uses Google Analytics to collect web statistics on the use of and visits to its website. Google Analytics sends a "persistent cookie" to your Peripherals and uses this to record how you use the website. Google then performs an analysis of this data and sends the results to Twinfield, providing insights into traffic from and to the website and how the website is used. Twinfield can use this data to make changes to the website or its services. We have not given Google permission to use the collected information for other Google services. You can consult [Google Analytics' Privacy Statement](#) for more information on how Google Analytics processes your data.

Visual Website Optimizer

Twinfield constantly tests its website in order to make sure you can enjoy the best possible user experience. As Twinfield also wants to know whether the changes it makes actually improve the site, it often first performs what is known as "A/B testing" using the Visual Website Optimizer. A/B testing takes two variants of the website (version "A" and version "B") and uses cookies to record which of the two is more effective. Please consult [Visual Website Optimizer's Privacy Policy](#) for more information on how Visual Website Optimizer processes your data.

Hotjar

Hotjar is a tool for collecting and understanding user feedback. The program collects information on the pages visited, user activity on these pages, and the country of origin, operating system,

and browser used on the device. Please consult [Hotjar's Privacy Policy](#) for more information on how Hotjar processes your data.

Pingdom

Twinfield also uses Pingdom to gain insights into website usage and visits.

Intercom

Intercom provides the online chat function on Twinfield's website. It processes your browser data and the data you enter into the contact form or in a chat. Please consult [Intercom's Privacy Policy](#) for more information on how Intercom processes your data.

HubSpot

Twinfield's website uses information provided by HubSpot cookies to improve how it communicates with users, to modify the website content for users and visitors, and to manage leads on the website. Cookies on the website provide information on your browsing behavior. Twinfield then uses this data to improve visitor experience or to contact visitors and ask them about their interest in Twinfield's products or services. Please consult [HubSpot's Privacy Policy](#) for more information on how HubSpot processes your data.

Social Plugins

Twinfield's website features "social plugins". These are essentially buttons that link to various social media channels, such as Facebook, Twitter, and LinkedIn, which you can use to share information on the website with others. Alongside sending third-party cookies – these types of cookies aim to optimize visitor experience – social plugins may send "tracking cookies" to your Peripherals. These cookies track your browsing behavior across several sites and generate a browsing history, which in turn creates targeted advertising.

Google AdWords

Twinfield uses Google AdWords for two purposes. On the one hand, Google AdWords tracks the number of conversions. This way, Twinfield can track how many website visitors place an order on the website after being triggered by a Twinfield advertisement. This information is extremely valuable for Twinfield, as it enables the company to determine the success of its marketing campaigns.

On the other hand, Google AdWords allows users to create advertisements that are targeted to your interests, based on your browsing history of the website. The specific pages you visit are stored in a "remarketing cookie." This means that you may see a Twinfield advertisement on a third-party website to which we have given explicit permission to use the advertisement. Please consult [Google AdWords' Privacy Policy](#) for more information on how Google AdWords processes your data.

Platform 161

The website sends cookies from the company Platform 161. These cookies notify Platform 161 and Twinfield when you click on an advertisement or have seen banner and later visit Twinfield's website. Alongside tracking the specific pages you visited, the cookies generate an individual visitor profile that is used to make sure the advertising and content on the website is relevant to you. Twinfield has no control over how data is used by Platform 161 or third parties. Please consult [Platform 161's Privacy Statement](#) for more information on how the company uses collected data.

Bing

Twinfield uses “Bing Ads,” Bing's advertising network. This network stores cookies in order to analyze information on the success percentages of campaigns in Bing Ads and help Twinfield fine-tune its campaigns. Please consult [Microsoft's Privacy Policy](#) for more information on how Bing processes your data.

Daisycon

To generate traffic to the website, Twinfield may “reward” some websites that redirect users to Twinfield's website. In order to reward these websites, Twinfield needs to assess whether you arrived at Twinfield's website from one of the websites in the network. If this is the case, a cookie may be sent to your device (so that Twinfield knows that you have visited its website from a third-party website). [Daisycon](#) sends cookies for this purpose.

Permission

If you give permission for cookies to be used, this permission will be stored in a cookie on your Peripherals. This means that you will not be required to give permission each time you visit the site.

Can I disable or clear cookies?

You can set your browser to clear any enabled cookies and disable new cookies from being sent when you next visit the website. Below is information on how to clear cookies in different browsers:

- [Chrome](#)
- [Mozilla](#)
- [Explorer](#)
- [Safari](#)
- [Opera](#)

Warning: By disabling or clearing cookies, you may be denied access to parts of the website and may even impair the functions on the website. If you would like to know more about these functions, please read your browser instructions or consult your browser's “Help” function.

Privacy

The information stored in a cookie may contain personal data. If this is the case, the processing of this personal data is subject to the Privacy Statement or, in the case of third-party cookies, the privacy statement of a third party. Our Privacy Statement tells you how we handle your personal data.

Is this Cookie Statement subject to change?

Yes, this Cookie Statement is subject to change. If so, the changes will be announced on the website. We therefore advise you to regularly consult the Cookie Statement and read any changes.

Questions

If you have any questions about this Cookie Statement, you can send an e-mail to nl-taa-website@wolterskluwer.com.