

## COOKIE POLICY

### INFORMATION ABOUT COOKIES

This cookie policy explains how cookies and similar technologies (together, cookies) are used on the websites (including main website [www.digitalinsuranceagenda.com](http://www.digitalinsuranceagenda.com)) of DIA GROUP BV and its subsidiaries. The first time you visit our website, we inform you about the use of cookies through a pop up banner. You can choose which cookies you accept and which not. You can change your settings at any time on the Privacy Settings page on our website. We use Google Tag Manager to manage the cookies on our websites.

You find a list of the cookies we use below. Cookies may also be placed or managed by third parties on behalf of us, such as Bizzabo and Google Tag Manager. Technical cookies and cookies that are necessary for the operation of the website or the provision of services specifically requested by you are not subject to your consent. When we use tracking cookies, personal data may be stored, such as your IP address. Please refer to our Privacy Policy for information about how we treat your personal data.

### WHAT ARE COOKIES?

Cookies and other similar technologies, such as local shared objects, flash cookies and pixels (jointly referred to as “cookies” in this policy), are used to store and retrieve information about visitors of our website as well as to ensure that the website operates correctly.

These tools store and in some cases track certain information about users, such as their browsing preferences on the site, their name and password, the products they are most interested in, etc.

### WHAT ARE THE DIFFERENT TYPES OF COOKIES?

There are five main groups of cookies:

- Analytical cookies: these collect information on how the website is used.
- Social cookies: these are necessary for external social media.
- Affiliate cookies: these enable the tracking of visits from other websites with which the website has established an affiliation agreement (affiliate companies).
- Advertising and behavioural cookies: these collect and track information about the user’s preferences and personal choices (retargeting).
- Technical and functional cookies: these are cookies that are strictly necessary for the use of the website and the provision of the contracted service.

### COOKIES USED ON THIS WEBSITE

*List of cookies placed when visiting our website:*

#### **TECHNICAL COOKIES**

- **PHPSESSID:** a technical cookie that is strictly necessary and contains the session identifier. It is deleted when the browser is closed.
- **\_lang:** a technical cookie that is strictly necessary and contains the session language. It is deleted when the browser is closed.
- **consently.hasSetConsent:** a technical cookie that is strictly necessary and contains the value of whether the installation of cookies has been accepted. It expires one year after the last update.
- **consently.purpose:** a technical cookie that is strictly necessary and stores the cookie preferences of the current

session. It expires one year after the last update.

- **hellobar:** a technical cookie that stores whether the hello-bar has to been dismissed by the user and therefor won't be shown again. It expires one month after the last update.
- **leadbox:** a technical cookie that stores whether the lead-box has to been dismissed by the user and therefor won't be shown again. It expires one month after the last update.

### ANALYTICAL COOKIES

- **\_\_atuvc:** The \_\_atuvc cookie is created and read by the AddThis social sharing site JavaScript on the client side in order to make sure the user sees the updated count if they share a page and return to it before our share count cache is updated. No data from that cookie is sent back to AddThis and removing it when disabling cookies would cause unexpected behavior for users. It expires two years after the last update.
- **\_\_atuvs:** The \_\_atuvs cookie is created and read by the AddThis social sharing site JavaScript on the client side in order to make sure the user sees the updated count if they share a page and return to it before our share count cache is updated. No data from that cookie is sent back to AddThis and removing it when disabling cookies would cause unexpected behavior for users. It expires two years after the last update.
- **\_ga:** a Google Analytics cookie which is used to control unique visits. The first time a user enters the website through a browser, this cookie will be installed. When the user re-enters the website using the same browser, the cookie will consider it to be the same user. Only if the user changes their browser will they be viewed as another user. It expires two years after the last update.
- **\_gat:** This cookie is associated with Google Universal Analytics. It is used to throttle the request speed, which limits the collection of data on high-traffic sites. It expires after 10 minutes.
- **\_utm:** a Google Analytics cookie that records the date of the first and last time that the user visited the website. It expires two years after the last update.
- **\_utmb:** a Google Analytics cookie that records the time that the user accesses the website. It expires 30 minutes after the last update.
- **\_utm:** a Google Analytics cookie that is used for interoperability with the urchin.js tracking code. It is deleted when the browser is closed.
- **\_utmt:** a Google Analytics cookie that is used to process the type of request made by the user. It expires at the end of the session.
- **\_utm:** a Google Analytics cookie that is used to segment demographic data. It expires at the end of the session.
- **\_utmz:** a Google Analytics cookie that stores the traffic source or campaign to explain how the user reached the website. It expires 6 months after the last update.
- **Hotjar:** cookies that allow us to see what pages you are viewing on our website and what links you click on. Hotjar uses cookies and other technologies to collect data on your browsing behavior and on the devices you use. This includes data such as IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. It also enables us to make screen recordings of your browsing behavior on our websites. Hotjar stores this information on our behalf in a pseudonymized user profile and is kept for up to 1 year. Potential names of this cookie include \_hjid and \_hjRecordingLastActivity.

### ADVERTISING COOKIES

- **Facebook Pixels:** a cookie that allows us to see what pages you are viewing on our website. This way we can show you relevant ads on Facebook or Instagram. We can track whether you click on the ads, subscribe to our newsletter or purchase an event ticket after you have seen or clicked on an ad. This cookie is managed by Facebook and is kept for up to 2 years. Potential names of this cookie include: lu, xs, s, presence, act, c\_user, csm, p, fr, datr.
- **LinkedIn Insights Tag:** a cookie that allows us to see what pages you are viewing on our website. This way we can show you relevant ads on LinkedIn. We can track whether you click on the ads, subscribe to our newsletter or purchase an event ticket after you've seen or clicked on an ad. This cookie is managed by LinkedIn and is kept for up to 6 months. Potential names of this cookie include: L1c, BizoID, BizoData, BizoUserMatchHistory, BizoNetworkPartnerIndex.
- **Adwords Tag:** a cookie that allows us to see what pages you are viewing on our website. This way we can show you relevant ads of third parties on our (partner) sites. We can track whether you click on the ads, subscribe to our newsletter or purchase an event ticket after you've seen or clicked on an ad. This cookie is managed by Google and is kept for up to 2 years. Potential names of this cookie include: id, \_drt\_, \_\_gads.

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**REVOCACTION OF CONSENT TO INSTALL COOKIES – HOW TO****REMOVE COOKIES FROM YOUR BROWSER****Chrome**

1. Select the Tools icon.
2. Click on Settings.
3. Click on Show Advanced Options.
4. In the "Privacy" section, click on Content Settings.
  - To delete cookies: Click on All Cookies and Site Data...
  - Do not allow cookies to be stored.
5. Click on Delete Browsing Data (empty Cache).
6. Close and restart the browser.

For more information on Chrome, click here: <https://support.google.com/chrome/answer/95647?hl=en-GB>

**Internet Explorer 11**

1. Select Tools | Internet Options.
2. Click on the General tab.
3. In the "Browsing History" section, click on Delete browsing history on exit.
4. Select Delete Files.
5. Select Delete Cookies.
6. Click on Delete.
7. Click on OK.
8. Close and restart the browser.

For more information about Internet Explorer, click here:

<http://windows.microsoft.com/es-419/windows7/how-to-manage-cookies-in-internet-explorer-9>

**Firefox 18**

1. Select Firefox | History | Clear recent history.
2. Next to "Details", click on the down arrow.
3. Select the following check boxes: Cookies, Cache, Active session starts
4. Using the "Time interval to erase" option in the dropdown menu, select All.
5. Click on Delete now.
6. Close and restart the browser.

You can accept or reject cookies individually in Firefox Preferences, in the History section found in Tools > Options > Privacy .

For more information about Mozilla Firefox, click here: <https://www.mozilla.org/en-US/privacy/websites/#cookies>

**Safari 5.1**

1. Select the Safari / Edit | Restore Safari icon.
2. Select the following check boxes: Clear history, Remove all website data
3. Click on Reset.
4. Close and restart the browser.

For more information about Safari, click here: <http://support.apple.com/kb/PH5042>

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## Opera

Options – Advanced – Cookies.

The cookies options control the way Opera handles them and their acceptance or rejection.

For more information about Opera, click here: <http://help.opera.com/Linux/10.60/es-ES/cookies.html>

## Other browsers

Please refer to the documentation for your installed browser.