



1. CHARTING WEBSITE VISITS

A. Cookies

- i. A cookie is a small text file that is stored by the browser of your computer, tablet, or smartphone when you first visit this website.
- ii. ABS uses different kinds of cookies on its website.
 - A.i.a Functional cookies: These are cookies with a purely technical functionality. They ensure that the website works as it should, so that, for example, your preferences are remembered. These cookies also allow us to optimise our website and our service via the website.
 - A.i.b Analytical cookies: These cookies can keep track of your surfing behaviour. These cookies are present because we use Analytics services such as Google Analytics.
 - A.i.c Tracking cookies: These cookies are placed by an external party. By reading the cookies the advertiser recognises you when you visit a site in which that company is also involved. If you continue to surf, personalised advertisements can be shown. These cookies can also track your surfing behaviour by which a very specific profile can be built up by these parties. This profile can be so detailed that personal data could be involved.

B. The cookie report and what to do if you do not like cookies.

- i. We already informed you about these cookies and asked your permission to place them when you first visited our website.
- ii. You can opt out of cookies by setting your internet browser so that it does not record cookies any more. In addition, you can also remove all information stored previously via the settings of your browser. If you want help with this, then you can contact us via info@abs-bv.nl. Please first check out the help function of your browser before contacting us.

2. COOKIE OVERVIEW

A. Cookie name, cookie type, cookie purpose and the retention period

- i. The ABS website uses different kinds of cookies that are indicated in the table below.
- ii. In total, there are 35 different cookies at www.abs-bv.nl. The following cookies are placed on the hard disk of a visitor to ABS's website.

COOKIE STATEMENT



B. Cookie table

Cookie name	Type	Function	Retention period
_ga _gat _gid	Analytical	Google uses the _ga cookie to give the website administrator a picture of the visitor stream. The _gat cookie is used to limit the number of requests made to the analytical service.	2 years 1 minute 25 hours
_FE_PAGE_OFFSET _fe _last_product_loaded _last_product_loaded_scrollTop _top_level _dc_gtm_UA-71389401-1 _fby_site_ _hjIncludeInSample	Functional	These cookies are placed by abs-bv.nl and ensure that the website is optimised in line with the visitor's wishes.	Nil End of session 24 hours 24 hours Indefinitely 1 minute Nil End of session
_DSID _IDE	Tracking	These cookies are placed by doubleclick.net and follow the visitor during his visit to the website. The visitor then sees personalised advertisements on other websites.	2 weeks 13 months
_Apisid _Consent _Hsid _Nid _Sapisid _Sid _Ssid _Sidcc _1P_JAR	Analytical / Functional and Tracking	These are cookies placed by Google for the use of Google Maps and Google Adwords. Thus, among other things, preferences per visitor are stored, protected against unauthorised access, and they give information as to which media used by Google Adwords are effective.	2 years Indefinitely 2 years 6 months 2 years 2 years 2 years 2 years 3 months 1 month
_Consent _Pref _Visitor_info1_live _YSC _remote-sid _Apisid _Hsid _Login_info _Sapisid _Sid _Ssid	Analytical / Functional and Tracking	These are cookies that are placed by YouTube to analyse user behaviour. A YouTube video is placed on the site, and whenever a user views it, information is passed on.	Indefinitely 10 years 8 months End of session Indefinitely 2 years 2 years 2 years 2 years 2 years 2 years
_hsrc __hstc _ga _gid hubspotutk intercom-lou-c5ke8zbr intercom-session-c5ke8zbr mp_hj_mixpanel optimizelyBuckets optimizelyEndUserId optimizelySegments	Analytical / Functional and Tracking	These are cookies that are placed by Hotjar to analyse visitors' behaviour.	Indefinitely 2 years 2 years 1 day 10 years 7 months 7 months 1 years 6 months 6 months 6 months

COOKIE STATEMENT



3. GOOGLE ANALYTICS

A. Google

- i. A cookie is placed on our website from the well-known company Google. These cookies are part of the 'Analytics' service. We use this service to research how you as a visitor use our site, and Google makes informative reports on this for us.
- ii. Google can provide this information to third parties if Google is legally obliged to do so or if these parties process this information for Google. ABS has no control over this. Via our terms and conditions, we do not allow Google to use the information it gathered for other Google services.

B. Anonymity

- i. ABS has concluded a processor's agreement with Google. The information that Google gathers is anonymised as much as possible, but your IP address is not masked, which means that your location does remain traceable.

4. TRACKING COOKIES FROM THIRD PARTY PROVIDERS

A. Hotjar

- i. Visitor recording: Recording of sessions by users to optimise the webshop in order to offer an optimal user experience.
- ii. Analysis of form: at which field do users stop filling in a web form to take up contact or to request information.
- iii. Conversion analysis: Charting the purchase thus from adding products to the shopping cart to the actual payment/ordering of products. The purpose is to analyse the phase at which people stop or problems arise and the phase at which doubt arises and the user does not proceed to purchase. The data collected allows us to influence and/or optimise the purchase process.
- iv. Heatmaps: visual indication of what every user clicks on during a visit/session, the collection of scroll behaviour in order to chart the choices a visitor makes within the website.

B. Feedbackify

- i. The visitor has the possibility to make an assessment in the form of a report grade: ABS uses Feedbackify to collect users' experiences:
 - To ask a question
 - To report a problem on the website
 - To give a suggestion
 - To give a compliment
 - Other than the above.

COOKIE STATEMENT



- If desired, the user can provide his or her email address.
- ii. If the user has filled in a form, we also see the following data:
 - Email address
 - IP address
 - Location
 - Browser and which version
 - Browser language

5. WEBSITES OF THIRD PARTIES AND CHANGES

- i. This privacy and cookie statement does not apply to websites of third parties that are connected to our website via links. It is not possible for ABS to guarantee that these third parties handle your personal data in a reliable and secure way. ABS does make every effort to safeguard a comparable level of security for your data.
- ii. Always consult the privacy statement of these websites before making use of them.
- iii. This cookie statement can be changed. In case of change, you will again be asked for your agreement to cookies being placed. The current version of this cookie statement is 1.0, compiled on 17/05/18

6. VIEWING, CHANGING OR DELETING DATA

A. Your rights

- i. You have the right to view your personal data, to submit a request for correction or to request your data to be deleted.
- ii. If you have questions or comments about ABS's processing of data, please send a request to info@abs-bv.nl.
- iii. ABS wants to be certain that the request to view your data has been made by you. That is why we kindly ask you to send, along with your request to view your data, to have your data corrected or deleted, a copy of your proof of identity. To protect your privacy, we request that, on this copy, you black out your photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), passport number, and your citizen service number (CSN).
- iv. ABS will respond to your request as quickly as possible, but in any case within four weeks.

COOKIE STATEMENT



7. RIGHT OF COMPLAINT

A. Internal processing

- i. If you have complaints about how (personal) data is processed, then ABS will gladly help you overcome this problem in mutual consultation. Direct your complaint for processing first to info@abs-bv.nl.

B. Personal Data Authority

- i. On the basis of the Personal Data Protection Act and the General Data Protection Regulation, you have the right to submit a complaint to the Personal Data Authority about our processing of your personal data. You can contact the Personal Data Authority about this. For more information about your right of complaint, see the Personal Data Authority website at: <https://autoriteitpersoonsgegevens.nl/nl/zelf-doen/privacyrechten/klacht-over-gebruik-persoonsgegevens>