Our Use of Cookies and Other Similar Technologies

We use cookies and similar technologies like pixels, tags, web beacons, tokens and other identifiers to help us personalize our websites for you, remember your preferences, understand how users are using our websites or app, and help customize our marketing offerings.

Cookies

A 'cookie' is a small data file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognize your browser. The length of time a cookie will stay on your computer or mobile device depends on whether it is a "permanent" or "session" cookie. Intersentia uses both types of cookies. Session cookies will only stay on your device until you stop browsing. Permanent cookies stay on your computer or mobile device until they expire or are deleted. We use the following types of cookies on our website.

Strictly necessary cookies. These cookies are essential for you to browse our website and use its features. Without these cookies, services like shopping baskets cannot be provided.

Performance cookies. These cookies collect information about how you use our websites. This data may be used to help optimize our website and make it easier for you to navigate.

Functional cookies. These cookies allow our websites to remember choices you make and personalize your experience. We may store your geographic location in a cookie, for instance, to ensure that we show you the websites relevant to your area.

Third Party cookies. Third-party cookies are those placed by websites and/or parties other than Intersentia. These cookies may be used on our websites to improve our products or services or to help us provide more relevant advertising. These cookies are subject to the respective privacy policies for these external services, for example, Facebook Data Use Policy.

Analytic cookies. We use analytic cookies, like those offered by Google Analytics, to help us understand how long a visitor stays on our websites, what pages they find most useful and how they arrived at Intersentia.com. To learn more about Google Analytics and your data, visit the Google webpages.

How to control cookie settings

Most web browsers allow you to control cookies through their settings preferences. However if you limit the ability of websites to set cookies, you may impact your overall user experience. Some browsers offer a "Do Not Track" ("DNT") signal whereby you may indicate your preference regarding tracking and cross-site tracking. Although we do not currently employ technology that recognizes DNT signals, we will only process your personal data in accordance with this Statement.

Tokens

Een "token" is een reeks tekens die naar uw computer wordt gestuurd wanneer u onze software gebruikt. Het token zorgt ervoor dat u kan communiceren met onze software en dat deze u herkent. Tokens werken per sessie en verstrijken na een bepaalde tijd. Wanneer u een nieuwe sessie start zullen wij u een nieuw token sturen.

A 'token' is a string of characters that is sent to your computer when you use our software. The token allows you to communicate with our software and the it recognises you. Tokens are used per session and expire after a certain time. When you start a new session we will send you a new token.

Pixels

In addition to cookies, we sometimes use small graphic images known as 'pixels' (also known as web beacons, clear GIFs, or pixel tags). We use pixels in our email communications to you (if you have selected to receive such communications) to help us to understand whether our email communication has been viewed. We also use third-party pixels (such as those from Google, Facebook, and other advertising networks) to help us provide advertising that is relevant to your interests. Learn more about our advertising and marketing activities below.

Advertising and Marketing Tools

We use several modern marketing tools in support of our advertising efforts.

Intersentia may work with third-party advertisers that use cookies and similar technologies to provide more relevant advertising about Intersentia Products and Services on our websites and across the internet. To provide this 'interest-based advertising', the parties combine non-personal data about your online activities acquired over time, which help cater advertising that we deliver to you. Examples of this may include a Intersentia advertisement on a Facebook page, or a Google-owned page such as a search results page or YouTube, or on a site within Google's advertising network. We do not share your personal information as part of this process. Where necessary we obtain your consent to this process. At all times, you can opt out of these personalized ads from third-party advertisers and ad networks who are members of the Network Advertising Initiative (NAI) or who follow the Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising by visiting the opt-out pages on the NAI websites and DAA websites. Opting out may make the ads you see across the internet less relevant to you.

If you have opted out of receiving communications from us, we will not use your email for interest-based advertising.