

Our Use of Cookies and Other Similar Technologies

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1. Introduction

In this cookie policy the terms “our website” and “Intersentia.com” also refer to Intersentia.be, Intersentia.co.uk, firstsoftware.be and all related domains.

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

We use both own cookies and third party cookies.

Have you agreed that our websites can use non-functional cookies? You can change and update your preferences by clicking on the link “manage privacy settings’ at the bottom of our websites.

2. Cookies

A 'cookie' is a small data file containing a string of characters that is sent to your computer, tablet or smartphone when you visit our website. When you visit the website again, the information collected in the cookie can be sent back to our servers (or those of a third party – see below). When you visit the website again, the cookie allows that site to recognise your browser.

So called “scripts” are also considered cookies. These are programme codes used to optimise the functioning of our website.

Pixels, tokens and social media cookies are also considered cookies. These are used to integrate social media services in websites. These are used to show embedded third party elements, i.e. content stored at a third party, on our website. The content of our websites can vice versa also be shown on social networking sites such as Facebook, LinkedIn, Instagram, Twitter etc. by means of buttons on our website.

Cookies contain personal data and are governed by our [Privacy Policy](#). The processing of functional cookies is based on our legitimate interest: they are necessary for the proper functioning and security of our website and online products. Other cookies are only placed if you have given us your consent.

3. Cookie categories

We use the following categories on our website.

3.a Origin

Own cookies. Own cookies are cookies that are placed directly on the website by Intersentia nv.

Third party cookies. Third party cookies are cookies that are placed by websites and/or parties other than Intersentia nv. These cookies may be used on our websites to improve our products or services or to help us provide more relevant advertisements. These cookies are subject to the privacy policy of the external services concerned, such as the data policy of Facebook. Please note that social networking sites and third parties may change their privacy statements at any time.

3.b Purpose

Strictly necessary cookies, also called **functional cookies** or **technical cookies**. These cookies are essential in order to browse our website and use its functions. Without these cookies, services such as your shopping cart will not be available. These cookies allow our websites to remember the choices you make and personalise your experience. We may store your geographical location in a cookie, for example to ensure that we show you the websites relevant to your region or language. They also take care of, among other things, customising the user interface (features such as language selection and displaying your search results). They also serve to secure our website and online products. These cookies may be placed without your consent.

Non-functional cookies. Non-functional cookies are used for analytical, social and commercial purposes. They are not necessary for the technical operation of our website. Your explicit consent is required for the use of these cookies.

These cookies may be our own cookies as well as third party cookies.

We use non-functional cookies for the following purposes:

Content selection, delivery, reporting. The collection of information, and combination with previously collected information, to select and deliver content for you, and to measure the delivery and effectiveness of such content.

This includes using previously collected information about your interests to select content, processing data about what content was shown, how often or how long it was shown, when and where it was shown, and whether you took any action related to the content, including for example clicking on content.

This does not include personalisation, which is the collection and processing of information about your use of this service to subsequently personalise content and/or advertising for you in other contexts, such as websites or apps.

Analytics and measurement. The collection of information about your use of the content, and combination with previously collected information, used to measure, understand, and report on your usage of the service.

This does not include personalisation, the collection of information about your use of this service to subsequently personalise content and/or advertising for you in other contexts, i.e. on other service, such as websites or apps.

Ad selection, delivery, reporting. The collection of information, and combination with previously collected information, to select and deliver advertisements for you, and to measure the delivery and effectiveness of such advertisements. This includes using previously collected information about your interests to select ads, processing data about what advertisements were shown, how often they were shown, when and where they were shown, and whether you took any action related to the advertisement, including for example clicking an ad or making a purchase.

This does not include personalisation, which is the collection and processing of information about your use of this service to subsequently personalise advertising and/or content for you in other contexts, such as websites or apps.

Information storage and access. The storage of information, or access to information that is already stored, on your device such as advertising identifiers, device identifiers, cookies, and similar technologies.

Ad Personalisation. The collection and processing of information about your use of this service to subsequently personalise advertising and/or content for you in other contexts, such as on other websites or apps, over time. Typically, the content of the site or app is used to make inferences about your interests, which inform future selection of advertising and/or content.

3.c Life span

Permanent cookies remain on your device for the lifetime of the cookie or until they are deleted. They are activated each time you visit our website.

Session cookies simplify the use of our website during your browser session. When you open your browser, these cookies are placed temporarily. They will only remain on your device until you close your browser.

3.d. Tokens, pixels, tags and web beacons

Tokens. A “token” contains a series of characters that is sent to your computer when you use our software. The token ensures that you can communicate with our software and that it recognises you. Tokens work per session and expire after a certain amount of time. When you start a new session, we will send you a new token.

Pixels. In addition to cookies, we sometimes use small graphics called “pixels” (also called web beacons, clear GIFs or pixel tags). We use pixels in our email messages to you (if you have chosen to receive such messages) to help us understand whether our email messages have been viewed. We also use pixels from third parties (such as Facebook and other networks) to help us understand your interests and preferences. See above for more information about our advertising and marketing activities.

4. How to manage your cookie settings and consent

Certain functions of our website will not be available if you do not accept the relevant cookies. Therefore, the cookies without which it is not possible to visit our website (strictly necessary, technical or functional cookies) will be placed on your device without your prior consent. All other cookies are only placed with your explicit consent.

When you visit our website for the first time, you can give your consent by clicking on “accept all cookies”. If you wish to specify which cookies you do or do not accept, you can set your preferences via the “Set preferences” button. The link “manage privacy settings” at the bottom of our websites allows you to change your preferences or revoke your consent later on.

In most web browsers, you can manage cookies automatically via the preferences settings. However, if you limit the ability of websites to set cookies, this may affect your overall user experience. Some browsers offer a “Do Not Track” (DNT) signal that allows you to indicate your preference with respect to tracking and cross-site tracking. Although we do not currently use technology that recognises DNT signals, we will only process your personal data in accordance with this cookie policy.

[Cookie settings in Edge](#)

[Cookie settings in Firefox](#)

[Cookie settings in Chrome](#)

[Cookie settings in Safari web and iOS](#)

5. Overview of the cookies we use

A complete overview of all cookies can be consulted by clicking on the link “manage privacy settings” at the bottom of our websites.

6. Contact us

If you have any questions about the use of your personal data or our cookie policy, please send an e-mail to mail@intersentia.be.

Unless otherwise stated, Intersentia nv is responsible for processing the personal data that we collect and to which this Cookie Policy and our [Privacy Policy](#) apply. Our address is: Groenstraat 31, 2640 Mortsel, Belgium.