

The Group Cookie Notice (DDB)

Last updated: 2 March 2023

SCOPE

The following entities are part of a Belgian group of companies in the marketing and communications sector (hereinafter jointly referred to as "**The Group**"):

- **E-GRAPHICS NV**, with registered office at Excelsiorlaan 75-77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0444.878.226;
- **TBWA NV**, with registered office at Excelsiorlaan 75-77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0414.235.827
- **VOLTAGE Brussels NV**, with registered office at Excelsiorlaan 75 – 77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0760.851.172;
- **DDB NV**, with registered office at Excelsiorlaan 75-77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0412.130.828;
- **MARKETING EN ENTERTAINMENT NV**, with registered office at Excelsiorlaan 75-77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0459.390.317;
- **DE VLOER NV**, with registered office at Grotehondstraat, 44 1L, 2018, ANTWERP and registered in the Crossroads Bank for Enterprises with company number 0536.918.754.

WHAT IS THIS NOTICE ABOUT?

This Cookie Notice explains how The Group ("**us**", "**our**" or "**we**") uses cookies and similar technologies (such as "web beacons", "pixels" or "tags") on DDB's website at <https://ddb.be/> ("**Site**"). It is designed to assist you in making informed decisions when using our Site. Therefore please take a moment to read and understand this Cookie Notice.

To the extent personal data is processed via cookies, our [Website Privacy Notice](#) applies.

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1. WHAT ARE COOKIES OR SIMILAR TRACKING TECHNOLOGIES?

We use cookies on our Site, which are very small text files or pieces of code, which often include a unique identifier. When you visit our Site, it will request to store this text file on your device in order to remember information about you, such as your language preference or login information. We also use similar technologies to cookies known as “web beacons”, “pixels” or “tags”. These technologies do a similar job to cookies, allowing website operators to count page views and understand how visitors interact with and respond to certain content on a webpage. For the purposes of the remaining sections of this Cookie Notice, we refer to all cookies and similar technologies using the above features as “**Cookies**”.

You should be aware that applications you use to access our Site, such as your website browser, may also place cookies on your device when visiting our Site, or other websites. An example of this would be where you sign into Google Chrome using a Google Account. We do not have control over these third party cookies, so you will need to manage these cookies in the settings of the relevant applications.

For more details on cookies and similar technologies, please visit <https://www.allaboutcookies.org>.

2. WHAT IS THE DIFFERENCE BETWEEN FIRST PARTY AND THIRD PARTY COOKIES?

We use “first party cookies” and “third party cookies” in connection with our Site:

- **First party** cookies are cookies placed by us to collect information about you.
- **Third party** cookies are cookies placed by third party website operators. Information about you collected by those third party cookies will be shared with the relevant third party. Please refer to the relevant third party website operator’s cookie and privacy notice for more details about the information they collect and how they use it.

3. HOW LONG DO COOKIES LAST?

All cookies have expiration dates that determine how long they stay in your browser:

- **Session Cookies** – these are temporary cookies that are placed on your device during your browsing session and then expire (and are automatically erased) whenever you close your browser.
- **Persistent Cookies** – these are designed to last for a pre-defined period of time, which varies depending on the nature of the cookie. Persistent cookies stay in your browser until they reach their individual expiry date, or until you manually delete them.

4. WHAT INFORMATION DO WE OBTAIN THROUGH COOKIES AND WHO RECEIVES THIS?

The information we obtain through Cookies include your device IP address, domain name, identifiers associated with your devices, device and operating system type and characteristics, web browser characteristics, language preferences, clickstream data, your interactions with the Site (such as the web pages you visit, links you click and features you use), the pages that led or referred you to the Site, dates and times of access to the Site, and other information about your use of the Site.

We may process personal data when using cookies; in that case our [Website Privacy Statement](#) applies as well.

Depending also on whether it concerns first or third party cookies, the cookie information may be received by third parties as indicated in the table below (please see section 5 below).

5. INFORMATION ON COOKIES WE USE ON OUR SITE

Our Site uses different types of cookies, classified in the table below according to their purpose and indicating for each cookie the lifespan/duration, whether it concerns first or third party cookies and recipients (if any).

a. ESSENTIAL COOKIES

Essential Cookies are necessary for the Site to function properly or to provide you with a service explicitly requested and cannot be deactivated in our cookie banner. These Cookies are set directly on your browser by The Group based on our legitimate interest in providing a well-functioning and secure website and/or to provide you with a service explicitly request. You can set your browser to block these Cookies or alert you about these Cookies, and you may also deactivate these Cookies by changing your

browser preferences; but as a consequence some parts of the site or function may not work properly.

Cookie Name	Purpose	Duration	1st or 3rd party	Recipients
cookie-consent-level	This Cookie keeps track of whether and for which Cookies the user has given his or her consent.	1 year	1st party	N/A

b. ANALYTICS COOKIES

We use Analytics Cookies to collect information on how users navigate and use our Site, such as how the users traverse our Site, the pages they view, how long they stay on a page and whether the page is displayed correctly or whether errors occur. Such Cookies help us to improve the performance of our Site and make the Site more user-friendly. These Cookies are set based on your consent. You can withdraw your consent at any time.

Cookie Name	Purpose	Duration	1st or 3rd party	Recipients
_gid	This Cookie is a Google Analytics cookie that is used to store information about how visitors use a website, the number of page views, unique visitors, sessions and campaign data and helps create an analytical report about the website.	24 hours	3rd party: Google, whose privacy notice can be found here .	Google Analytics
_ga	This Cookie is a Google Analytics cookie that is used to distinguish unique users.	2 years	3rd party: Google, whose privacy notice can be found here .	Google Analytics
_ga_1ZZJQC3F75	This Cookie is a Google Analytics	2 years	3rd party: Google, whose	Google Analytics

	cookie that is used to persist the session state.		privacy notice can be found here .	
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6. HOW DO I REFUSE, BLOCK OR DELETE COOKIES?

You can accept all Cookies, reject all Cookies or manage your Cookie settings. If you refuse Cookies or do not click "accept" on our cookie banner, only the Essential Cookies will be set on your browser. If you have given your consent for Cookies that are not Essential, you have the right to withdraw your consent at any time. You can withdraw your consent via the cookie settings on our Site.

If you wish to block Cookies, delete existing Cookies or change your cookie settings, you can always do so via your browser settings. You can find these settings in the "options" or "preferences" menu of your internet browser. For example, the hyperlinks below provide further instructions on how to deactivate the use of cookies on certain browsers and/or how to delete Cookies:

- [Cookie preferences - Internet Explorer](#)
- [Cookie preferences - Microsoft Edge](#)
- [Cookie preferences - Firefox](#)
- [Cookie preferences - Chrome](#)
- [Cookie preferences - Safari](#)

For more information about removing and blocking Cookies, you can visit the website: <https://www.allaboutcookies.org>.

For mobile devices, you can manage how your device and browser share certain device data by adjusting the privacy and security settings on your mobile device.

Please note that if you do not accept certain types of Cookies or if you deactivate Cookies, certain parts of the Site or certain elements may not be accessible and/or may not look good. You may also be unable to use certain applications/services, and some parts of our Site may need more time to work or may not function properly.

7. LINKING TO THIRD PARTY SITES

Please note that our Site links to third party websites which are not operated by us. Where you follow links from our Site to the website of a third party, that website may place different cookies on your device. You should check

the relevant cookie notice and privacy notice for more information about how that third party uses cookies.

8. DOES THIS NOTICE CHANGE?

This Cookie Notice may be modified, for example in connection with new features on the Site. We therefore recommend that you regularly consult this Cookie Notice. This version of the Cookie Notice was last modified on the date mentioned above.

9. CONTACT US

If you have any questions about this Cookie Notice, please contact us by email at: privacy@thegroup.be