

COOKIE POLICY

This is the cookie policy of FORI BV, Steenweg Deinze 150, 9810 Nazareth.

Version 3 of 25 May 2020

This cookie policy explains how FORI BV uses cookies on a website or (mobile) application offered or operated by FORI BV .

The cookie policy may be amended from time to time. Only the most recent version applies to the use of the FORI Domain.

1 DEFINITIONS

Recommended Contents: suggestions for articles, searches, offers and other information that FORI BV, in its inception, adapts to the interests of a User (by means of Clicking Behaviour) or Registered User (by means of Clicking Behaviour and Registered Data).

Device: your computer, tablet, smartphone or other device with which you visit a FORI Domain.

Cookies: text or other files and similar technologies that store or access information on your Device.

Service: access to news, offers, functionalities for a better user experience, (mobile) apps, Recommended Content or products that FORI BV is selling, delivering or making available on or through a FORI Domain.

The FORI Domains are:

- marktje.be
- foortje.be
- fori.be
- foriapp.be
- appfori.be
- Time2taste.be

User: you who visit a FORI Domain to enjoy a Service as a consumer, without creating an account. This can be done directly via a FORI Domain or after installing one of our apps.

Registered User: you who register your personal information by creating an account on a FORI Domain.

Targeted Advertisements: commercial information that is targeted to a User or Registered User, and that is tailored to their Clicking Behavior, provided they have given their permission to do so.

Registered Data: personal information that a Registered User provides to FORI BV under formation. These details may vary per FORI Domain, but usually include: first name, surname, e-mail address, street, house number, zip code, place of residence, gender, date of birth, desired newsletters, telephone and/or mobile number. This is not an exhaustive list of data.

Clicking behaviour: the interests of a User or Registered User which, subject to his/her consent, are derived from the use of a Service or from visiting or interacting with third party websites. Clicking behaviour mainly contains:

Session data, i.e. operating system, device type, browser type, etc. This is necessary in order to provide you with a good user experience.

Visited pages where we classify you into areas of interest. We do this by adding keywords to certain sections or articles so that we can show you Recommended Content and Targeted Advertisements. (e.g. sports, lifestyle, car enthusiast)

FORI Domain: a website or (mobile) application offered or operated by FORI BV.

2 WHAT ARE COOKIES?

Cookies refer to the following technologies and files:

- Cookies are small files that are placed on your Device and/or read from your Device when using FORI Domains.
- Tags or pixels are synonyms of each other. They are pieces of code that are executed by your browser (e.g. Internet Explorer, Firefox) when you visit a FORI Domain.
- Log files are files that collect information about the activities of your Device or an application on your Device, e.g. your web browser.
- Finally, settings and information on your Device such as 'software development kits (SDKs)' are also used in our apps, and of the applications present on them. These can contain information about the type of device, the settings of an application, etc.

The Cookies mentioned above are:

- Sometimes temporary (session Cookies), these are deleted when you close the browser,
- Sometimes permanent (persistent cookies), these remain in place until they expire or until you delete them. Permanent Cookies, for example, allow you to avoid having to log in over and over again,
- Sometimes first party cookies: these are Cookies used by a FORI Domain,
- Sometimes third party cookies: these are Cookies used by websites belonging to another domain than the FORI Domains.

3 WHY DO FORI DOMAINS USE COOKIES?

FORI Domains use Cookies for the following reasons:

- In order for the FORI Domains to function properly
- To improve the operation and content of the FORI Domains
- To provide the Service you requested

Below you will find more explanations about each of these applications.

3.1 Cookies for the proper functioning of FORI Domains

These cookies are necessary to make our websites and apps work properly and to provide access to the Services. These cookies are therefore always placed.

Examples are Cookies om:

- Log on to our FORI Domains
- Detect device type, browser type, screen resolution, text size of your browser etc. to optimally display our content
- Make web pages load faster
- Load the website evenly so that it remains accessible to a maximum extent
- Ensuring the security of our websites and detecting misuse
- Save the information of your order basket or forms temporarily
- Set region or language preferences

3.2 Cookies to improve the operation and content of the FORI Domains

We continuously measure which parts of a FORI Domain are the most interesting and keep an eye on whether everything works optimally. This is not only interesting for us, but also for you. Thanks to these insights, we can improve the structure, navigation and content of each FORI Domain and test new versions.

This information results in descriptive statistics that are summed up over many (Registered or Non-Registered) Users. Therefore, we cannot trace these back to individual (Registered or Non-Registered) Users.

Examples of this are Cookies that:

- Register the general use of the websites and apps (e.g. number of visitors, duration, order of pages visited)
- Error detection
- Testing designs for a better user experience (A/B testing)
- If you consent to the use of Cookies for "Storage of and Access to Information" and "Measurement", we may combine these measurements with previously collected data to map the number of unique users of our websites and apps. Without these permissions, we consider each Device and FORI Domain as a separate user. You can change these preferences at any time through your privacy preferences.

3.3 Cookies for Featured Content

These cookies allow us to recommend relevant content you haven't read yet, in addition to our range of news and ads. For this purpose, we use your reading history and take into account the popularity of the content with other (registered or unregistered) Users.

Examples of these cookies are:

- Recommend articles on the home page, in the details of an article or within separate sections
- Suggesting the following video
- Adapt the content of our newsletters to your interests

- Recommended Content can only be provided if you consent to the use of Cookies for "Storage of and Access to Information", "Measurement" and "Content Selection, Delivery and Reporting" and "Personalization". You can change these preferences at any time via your privacy preferences.

3.4 Cookies for Advertisements

You'll see ads on our websites and apps. These ads are placed by us and/or third parties and are a necessary source of income to fund our digital platforms.

Some ads only take into account the content and position on the website (e.g., ads about sporting goods within the sports section). In targeted ads, FORI describes your interests by target audiences such as "sports fans" based on your Click Behavior and Registered Data. Advertisers can then target their message specifically to these target groups. Sometimes FORI may place cookies on an advertiser's website. This allows us to show you an ad on FORI Domains after you have visited an advertiser's website.

These cookies make it possible:

- We keep track of what ads you've seen to prevent you from seeing the same ads over and over again.
- We check how many visitors click on the ad and thus share its usefulness with the advertiser
- We provide information about your click behaviour to other websites so that they can display targeted ads
- Third Party Targeted Advertisements can show to you on our FORI Domains
- We display targeted ads about our offerings on other websites
- Making offers on products and services much more specific
- Recognize your interests in different FORI Domains

FORI works with specialized advertising partners to reach a wider range of advertisers. To do this, these partners place their own Cookies on FORI Domains and gain access to the target groups that FORI manages. Please note that FORI ensures that these partners do not receive any information from you that allows them to recognize you directly, such as your name or e-mail address.

For Targeted Advertisements, we ask for your consent to the use of Cookies for "Storage of and Access to Information", "Measurement", "Advertisement Selection, Delivery and Reporting" and "Personalization". You can change these preferences at any time through your privacy preferences.

3.5 Cookies for Social Media

These cookies allow you to log in to your accounts on social media sites such as Twitter, Facebook and LinkedIn, or share certain content from a FORI Domain on social media (features such as share, like, etc.). These cookies do not give us access to your social media accounts or the data you store within them.

The use or interaction with social media buttons or functions is subject to the social media channel's own rules - FORI BV has no influence on this.

Consult the terms of use and privacy policy of the relevant social media network to understand how the network handles your personal information.

FORI Domains also use pixels, including the Facebook pixel. If you are looking for a service on e.g. marktje.be or foortje.be, these pixels allow us to reach you later on other social media sites such as Facebook, LinkedIn, Instagram, ... with additional relevant offers. We can also show ads of FORI Services on social media sites when you have read articles on a FORI Domain.

For this social media functionality, we require your consent to the use of cookies for "Storage of and access to information" and "Social Media". You can change these preferences at any time via your privacy preferences.

4 DISABLE OR DELETE COOKIES

We recommend to set the use of Cookies via the link 'privacy preferences'.

In addition, you can completely disable the Cookies that FORI BV and/or third parties use as described below. Please note: in that case our FORI Domains will not work optimally, and/or will only be accessible to a limited extent.

Information about refusing and deleting cookies can be found on the following websites:

Google Chrome: about the deletion of existing Cookies and the refusal of new Cookies.

Please click [here](#)

Internet Explorer: about deleting existing Cookies and rejecting new Cookies. Please click

[here](#)

Firefox/Mozilla: about refusing new cookies. Please click [here](#)

Firefox/Mozilla: about deleting existing Cookies. Please click [here](#)

Safari: about deleting existing Cookies and rejecting new Cookies. Please click [here](#)

Opera: about deleting existing Cookies and rejecting new Cookies. Please click [here](#)

5 PROCESSING OF PERSONAL DATA

If Cookies collect your personal data, they do so in accordance with the privacy policy of FORI BV.

This cookie policy is without prejudice to and should be read in conjunction with other applicable guidelines and agreements of the entities of FORI BV:

- Terms of Use