

Cookies

At BBDO, we are committed to protecting personal information and privacy. We believe it is important to make our services transparent, personal and reliable. That is why we have developed a Cookie Policy that sets out why and how we use cookies. We invite you to familiarize yourself with our Cookie Policy.

When is our Cookie Policy applicable?

This Cookie Policy applies to the websites of BBDO Belgium NV and its subsidiaries VVL BBDO, Engage BBDO and Proximity BBDO (www.bbdo.be and any subdomains) that target the Belgian market and that use cookies or similar technology.

What are cookies?

Cookies are small text files that your browser places on your computer or mobile device. Cookies support your browser during your visit to our website.

There are different types of cookies, ranging from the ones that remember your language preference to the ones used for advertising purposes. We use cookies for various different purposes. Some cookies are session cookies and only remain active for as long as your browser is open; others are permanent cookies and they remain stored on your computer for a longer period. Cookies cannot collect any data stored on your computer.

Why do we use cookies?

Cookies allow us to improve our website. For example, cookies remember which browser you use. They also remember your preferences, such as language and region, which are stored by default for when you return to the website. Cookies also allow you to review pages and to send comment forms. We believe that the cookies we use improve your user experience when you visit our website.

What types of cookies do we use?

We use the following types of cookies:

1. Essential cookies: these cookies are indispensable for the operation of our website.
2. Functionality cookies: these cookies remember your preferences for a website, such as preferred language, user name or shopping basket.
3. Performance cookies: these cookies record user information for websites and apps at a non-personal level and are used to collect analytical and performance measurement data, such as the number of visitors and which pages are visited most frequently. These cookies include Google Analytics (see also below).
4. Targeting or advertising cookies: these ones are used to collect information about browser habits and can be used to adjust advertising and marketing. These are usually cookies from external parties (see 6 below).

If the law so requires, we will ask for your consent before using cookies (by means of a 'cookie bar'):

Yep, we use cookies too. For personalised content, ads, social media and analytics. We also share information about your site visits with our social media, advertising and analytics partners. More info in our [Privacy center](#).

[Cookie Settings](#) [Accept Cookies](#)

Which cookies do we use?

In the cookie bar, under 'Cookie settings', you will find the list of cookies, domains, purposes and the storage term of the cookies that we use on our website. A pop-up will open with all the information:

Cookie Preference Centre

Your Privacy	Your Privacy
Strictly Necessary Cookies	When you visit any web site, it may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalised web experience. Because we respect your right to privacy, you can choose not to allow some types of cookies. Click on the different category headings to find out more and change our default settings. However, blocking some types of cookies may impact your experience of the site and the services we are able to offer.
Performance Cookies	
Functional Cookies	

Powered by [OneTrust](#) [Allow All](#) [Save Settings](#)

The above list will be regularly updated, but we cannot guarantee it is complete.

Do we use third-party cookies?

Our website uses cookies from third parties, such as Facebook, Twitter, LinkedIn, Google and YouTube. These third parties may be able to view your use of BBDO's website. For example, if you click on the social media links (e.g. 'share'), specific personal details (such as your name and the fact that you are interested in our products) will also be visible to the social media provider and to visitors of your personal social media page.

The use of social media websites is governed by the conditions of the social media platform (including the privacy policy). This Cookie Policy does not apply to the use of such social media websites. You can access the BBDO Privacy policy for more information about the way in which we handle your personal information, including in relation to social media platforms.

We want to be transparent and inform you of the third-party cookies that may be placed while visiting our website. Here is the latest list of cookies for each third party:

Facebook

This website uses the Facebook Conversion Tracking Pixel and Facebook's Custom Audience Pixel services. This allows us to track the activity of users visiting the website through an advert on Facebook. It allows us to measure the efficiency of our adverts. The data collected is anonymous. This means that we do not receive individual user information from Facebook. The data is nevertheless stored and processed by Facebook. Facebook can link the data to your Facebook account and use the information for its own advertising purposes, in conformity with Facebook's Data Policy: <https://www.facebook.com/policy.php>. The Facebook Conversion Tracking allows Facebook and its partners to show you adverts outside Facebook. A cookie is placed on your computer for that purpose.

Click here to manage your advertising preferences on Facebook:

<https://www.facebook.com/ads/preferences/>

Twitter and LinkedIn

Our website includes buttons enabling you to share web pages on social networks such as Facebook (see above), Twitter and LinkedIn. These buttons place cookies.

The buttons operate by means of pieces of code originating from the social networks themselves. We have no influence over them. Be sure to read the privacy statement of these networks (which may change regularly) to find out what they do with the (personal) information that is obtained through these cookies:

<https://twitter.com/en/privacy>

<https://help.twitter.com/en/rules-and-policies/twitter-cookies>

<https://www.linkedin.com/legal/privacy-policy>

<https://www.linkedin.com/legal/cookie-policy>

Google

This website uses Google's remarketing technology. It enables users who previously visited the website and expressed an interest in our products to see targeted advertising on websites of the Google Partner network. In the same manner, adverts can be shown to other people who are similar to the users of this website. Cookies are used for this purpose. The information generated by cookies about the use of the website is forwarded to the Google servers in the United States. If an IP address is sent at all, it is only the last three digits. The conduct of users on the website can be analyzed through cookies and then used for targeted recommendations of products and advertising based on the user's interests.

If you prefer not to see targeted advertising, you can disable the cookies that Google uses for that purpose on this website: <https://www.google.com/settings/ads/>.

Google's personal data protection policy is independent from BBDO. We cannot be held responsible or liable for its policy and procedures. Please acquaint yourself with Google's privacy statement before using our website (<https://policies.google.com/privacy?hl=en>).

Google Analytics is a web analytics service offered by Google Inc. (Google). Google Analytics uses cookies to analyze how visitors use the website. Google uses the collected statistical information to grant BBDO an insight into how visitors use the website.

More information about Google Analytics can be found here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

YouTube

These cookies, used by YouTube, ensure that users can watch YouTube videos hosted by YouTube on the website.

The cookies are set via the embedded videos. They only record anonymous data, for example, how often a video is played and which buttons of the player are used.

For more information, please see YouTube's general Privacy Policy:

<https://policies.google.com/privacy?hl=en>

The above list will be regularly updated, but we cannot guarantee it is complete.

How can you refuse and delete cookies?

There are various ways to exclude or restrict the use of cookies on your device.

1. If the law requires it, we will ask for your consent before any cookies are used. You can agree to this through the cookie bar or adjust your settings for specific cookies through the link to 'Cookie settings'.
2. You can also choose to refuse the cookies set by BBDO or third-party websites, or to block them, by changing your browser settings. The help function of your browser can give you more information about this.
3. You can also visit allaboutcookies.org for information on how to delete or refuse cookies, or for more details about cookies in general.

However, please note that particular functionalities on our website will not work properly if you refuse the use of cookies.

Contact

Let us know if you have questions about this Cookie Policy or the cookies used by our website. You can contact our Data Protection Officer by email at bbdo-dpo@bbdo.be.

Changes to this Cookie Policy

This Cookie Policy may be updated from time to time in the event of new developments or when our cookies change. BBDO advises you to read this Cookie Policy regularly, to remain informed of changes.

This Cookie Policy was last updated on 21/05/2019.