

UBENCH INTERNATIONAL NV

Cookie Policy

Version d.d. 28/10/2024

The public limited liability company “**UBENCH INTERNATIONAL**”, with registered office at Antoine Coppenslaan 27 box 3, 2300 Turnhout, registered in the register of legal entities of Antwerp section Turnhout, and known to the VAT administration under the number BE 0860.448.495 (hereinafter referred to as “UBench”, “we” or “us”), uses cookies to improve the users experience regarding the web-platform and website. By means of this policy (hereinafter referred to as the “Cookie Policy”), we wish to inform you about which cookies we use and the way we use them.

We may change, supplement or amend this Cookie Policy for future use of the website from time to time, for any reason, by posting a revised policy on the website. In such event the website will clearly mention that the Cookie Policy is updated.

1/ What are cookies?

A cookie is a small piece of data sent from a website and stored in a user’s web browser or mobile phone while a user is browsing a website. A cookie contains a unique code which allows to recognize your browser while consulting the website or platform (also called “session” cookie) or during later, repeated visits (a “permanent” cookie). Cookies can be placed by the website/the platform or by partners who collaborate with the server/the platform. The websites’ server can only read self-placed cookies and has no access whatsoever to other data stored in your computer or mobile phone. Cookies will be saved on your computer or mobile device in a separate folder of your browser. A cookie mostly consists of the name of the server that placed the cookie, an expiration date and a unique numeric code. Cookies enhance the interaction between visitor/user and the website/platform by making it faster, more simple and by helping the visitor/user to navigate between the features of the website.

2/ Which cookies do we use?

The UBench website uses the following types of cookies:

- (i) **Necessary cookies:** the cookies are indispensable to visit and use certain parts of our website and platform. E.g.: the cookies allow to navigate between different sections of the website/platform.
- (ii) **Analytics cookies:** These cookies collect data on how users interact with the website, such as which pages are visited most frequently. This helps website owners understand and improve their site’s performance.

- a. Google Analytics: Tracks and analyzes website traffic and user behavior, providing insights into how visitors interact with the site. It helps measure metrics like page views, session duration, and bounce rates, supporting data-driven site improvements.
- (iii) **Marketing cookies:** These cookies track users' online activity to deliver targeted advertisements that are relevant to their interests across websites. They also help limit the number of times a user sees an ad and measure the effectiveness of ad campaigns. Marketing cookies are only placed on your device if you provide explicit consent via the cookie banner.
- a. Please note that third-party cookies (e.g., Google, Meta, LinkedIn) may involve the transfer of your data to countries outside the European Economic Area (EEA), including the United States. Data transfers outside the EEA are conducted in compliance with GDPR through mechanisms such as Standard Contractual Clauses or adequacy decisions, where applicable. For more details on how these third parties process your data, refer to their privacy policies linked below:
 - b. Google Ads: Enabling these cookies allows Google to collect information about your interests and online behavior. This means you'll see ads that are more relevant to you based on the websites you visit and the actions you take online. Click [here](#) to learn more.
 - c. Meta Pixel: Enabling the Meta Pixel allows Facebook (Meta) to collect data about your behavior on websites. This means you'll see ads that are more relevant to your interests when you browse Facebook and Instagram. Click [here](#) to learn more.
 - d. LinkedIn Insight Tag: Enabling the LinkedIn Insight Tag allows LinkedIn to gather data about your browsing behavior. This means you'll see ads on LinkedIn that are more relevant to your professional interests. Click [here](#) to learn more.

The UBench platform uses the following types of cookies

- (i) **Necessary cookies:** the cookies are indispensable to visit and use certain parts of our website and platform. E.g.: the cookies allow to navigate between different sections of the website/platform.

The UBench platform uses Matomo in cookie-less mode to analyse the usage of our platform. Matomo logs the account name and ip address, but the user behavior data is processed solely in an anonymized form. However, if you prefer not to have Matomo gather any user behavior data from you, you can enable the "Do Not Track" setting in your browser.

3/ Management of cookies

Data collected via cookies is retained for a period of up to 2 years. You can enable/disable analytics cookies and marketing cookies via the cookie banner in the footer of the UBench website home page.

You can also configure your browser settings in such a way that you receive a message when a cookie is being placed, or you can switch off the use of all cookies. However if you switch off the use of cookies, there is a possibility that certain services of UBench cannot be rendered.

4/ Applicable law – Competent courts

This Cookie Policy is governed by, and should therefore be interpreted in accordance with Belgian Legislation, in particular the Act of 13 June 2005 on electronic communications. Where cookies involve the processing of personal data, this Cookie Policy also adheres to the requirements of the General Data Protection Regulation (GDPR).

Every possible dispute arising from or with regard to this Cookie Policy shall fall within the exclusive jurisdiction of the competent courts of the registered office of UBench.