

## COOKIE POLICY - KADONATION

Last update: February 2023

KADONATION (as defined below) uses cookies to improve your browsing experience on its “Website” (i.e. <https://kadonation.com/>). Therefore, this policy will provide you with the necessary information about the use of these cookies by KADONATION (“Cookie Policy”).

### 1 WEBSITE OWNER

KADONATION NV, a limited liability company with registered office at Gordunakaai 61, 9000 Ghent, Belgium, registered with the Crossroads Database for Enterprises under number BE-0666.820.362 (“KADONATION” or “we / us”).

### 2 ABOUT COOKIES

#### 2.1 “Cookies” you say?

Cookies, also known as ‘HTTP cookies’, ‘web cookies’ or ‘browser cookies’, are **small text** files that are sent to and **stored on your computer or mobile device** through your browser when you visit a website, resp. use a mobile application. When you surf the same website later on, the data stored in that cookie can be **retrieved by the website** in order to notify the website of the last activity.

Cookies were designed as a reliable mechanism for websites to remember the status of the website or the previous activity of a certain user. They help us to **optimize your visit to the Website**, to remember technical choices (e.g. choice of language, newsletter, etc.) and to offer more relevant services and offers.

**If you wish to consult/use the Website to its full potential, KADONATION encourages you to enable cookies (See Section 4 on how to enable/disable cookies).**

#### 2.2 Types of cookies

There are different types of cookies, based on their (i) duration, (ii) provenance or (iii) processing purpose:

##### Based on duration

**Session cookies:** these cookies allow a user's actions to be simplified and linked to each other during a browser session. A browser session starts when a user opens the browser screen and ends when the user closes the browser screen. Session cookies are placed temporarily. As soon as you close the browser, all session cookies are deleted. Most functional cookies are session cookies;

**Persistent cookies:** these cookies remain on your hard drive until you erase them or your browser does, depending on the cookie's expiration date.

##### Based on provenance

**First-party cookies:** these cookies are placed by the owner of the visited website;

**Third-party cookies:** these cookies are placed by a domain name other than the one of the website visited by the user. If a user visits a website and a third party places a cookie through that website, then this is to be considered a third party cookie (e.g. cookies placed by Google, Twitter, LinkedIn and Facebook).

##### Based on processing purpose

**Strictly necessary cookies:** these cookies are essential for you to browse a website and use its features, such as accessing secure areas of the site. These cookies will generally be first-party session cookies;

**Functional cookies**  
(or “preference cookies”) these cookies allow a website to remember choices you have made in the past, like what language you prefer, or what your user name and password are so you can automatically log in;

**Analytical cookies**  
(or “statistical cookies”) these cookies collect information about how you use a website, like which pages you visited and which links you clicked on. None of this information can be used to identify you. It is all

aggregated and, therefore, anonymized. Their sole purpose is to improve website functions. This includes cookies from third-party analytics services as long as the cookies are for the exclusive use of the owner of the website visited;

**Targeting cookies**

(or “tracking/marketing cookies”)

these cookies track your online activity to help advertisers deliver more relevant advertising or to limit how many times you see an ad. These cookies can share that information with other organizations or advertisers. These are persistent cookies and almost always of third-party provenance.

**3 OVERVIEW OF THE COOKIES KADONATION USES ON THE WEBSITE**

STRICTLY NECESSARY COOKIES			
Name	Provider	Description	Retention
__cfuid	Kadonation.zendesk.com	This cookie is a part of the services provided by Cloudflare – including load-balancing, deliverance of website content and serving DNS connection for website operators.	Session
__zlcid	Kadonation.com	This cookie is necessary for the chat-box function on the website to function.	Session
_zlcstore	Static.zdassets.com	This cookie is necessary for the chat-box function on the website to function.	Persistent
XSRF – token	Kadonation.com	This cookie ensures that visitors can surf securely. It prevents cross-site forgery (the unauthorised placing of content on a website).	1 day
CONSENT	Youtube.com	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.	2 years
CookieConsent	Kadonation.com	Stores the user’s cookie consent state for the current domain.	13467 days
Embed/v3/counters.gif	Forms.hsforms.com	Used to implement forms on the website.	Session
Li_gc	Linkedin.com	Stores the user’s cookie consent state for the current domain.	180 days
PHPSESSID	Kadonation.com	Preserves users session state across page requests.	Session
Test_cookie	Doubleclick.net	Used to check if the user’s browser support cookies.	1 day
ZD-suid	Static.zdassets.com	Unique ID that identifies the user’s session.	Persistent
FUNCTIONAL COOKIES			
Name	Provider	Description	Retention
awsalbcors	Kadonation.zendesk.com	This is a load balancing cookie. Load balancing cookies divide the load on the servers.	7 days
__cf_bm	hubspot.com	Used to distinguish between humans and bots. This is beneficial for the Website, as it allows to make valid reports on the use of the Website.	1 day
Lidc	Linkedin.com	Registers which server-cluster is serving the visitor. This is used in context with load balancing, in order to optimize user experience.	1 day
bscookie	Linkedin.com	This cookie is used to identify the visitor through an application. This allows the visitor to login to a website through their LinkedIn application for example.	1 year
ZD-settings	Static.zdassets.com	Arbitrary settings for the user’s preferences when browsing a Zendesk knowledge base.	Persistent
ZD-store	Static.zdassets.com	Registers whether the self-service assistant Zendesk Answer Bot has been displayed to the website user.	Persistent
ANALYTICAL COOKIES			
Name	Provider	Description	Retention
_ga	Kadonation.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	2 years

_ga_#	Kadonation.com	Used by Google Analytics to collect data on the number of times a user has visited the Website as well as date for the first and most recent visit.	2 years
_hssc	Kadonation.com	Identifies if the cookie data needs to be updated in the visitor's browser.	1 day
_hsscr	Kadonation.com	Used to recognize the visitor's browser upon reentry on the website.	Session
_gid	Kadonation.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the Website.	1 day
AnalyticsSyncHistory	Linkedin.com	Used in connection with data-synchronization with third-party analysis service.	30 days
_hstc	Kadonation.com	Sets a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	179 days
_gat	Kadonation.com	Used by Google Analytics to throttle request rate.	1 day
collect	Google-analytics.com	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session
_hjAbsoluteSessionInProgress	Kadonation.com	This cookie is used to count how many times a website has been visited by different visitors – this is done by assigning the visitor an ID, so the visitor does not get registered twice.	1 day
hubspotutk	Kadonation.com	Sets a unique ID for the session. This allows the website to obtain data on visitor behavior for statistical purposes.	180 days
_hjFistSeen	Kadonation.com	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.	1 day
_hjIncludeInPageviewSample	Kadonation.com	Used to detect whether the user navigation and interactions are included in the website's data analytics.	1 day
_hjSession_#	Kadonation.com	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 day
_hjSessionUser_#	Kadonation.com	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.	1 year
In_or	Kadonation.com	Registers statistical data on user's behavior on the website. Used for internal analytics by the website operator.	1 day
ZD-buid	Static.zdassets.com	Unique ID that identifies the user on recurring visits.	Persistent

#### TARGETING COOKIES

Name	Provider	Description	Retention
__ptq.gif	Hubspot.com	Sends data to the marketing platform Hubspot about the visitor's device and behavior. Tracks the visitor across devices and marketing channels.	Session
_zcmid	Kadonation.com	Preserves users states across page requests.	1 year
_dataLayerHistory	Kadonation.com	Used to contain an ID for referral partners.	Persistent
bcookie	Linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	1 year
_fbp	Kadonation.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.	3 months
_gcl_au	Kadonation.com	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.	3 months
_uetsid	Bing.com	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Persistent
_uetsid_Exp	Bing.com	Contains the expiry-date for the cookie with corresponding time.	Persistent

_uetvid	Bing.com	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.	Persistent
DEVICE_INFO	Youtube.com	Used to track user's interaction with embedded content.	180 days
IDE	DoubleClick.net	Used by Google DoubleClick to register and report the website user's action after viewing or clicking one of the advertiser's ad with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.	1 year
UserMatchHistory	Linkedin.com	Used to track visitors on multiple websites, in order to present relevant advertisements based on the visitor's preferences.	29 days
YSC	Youtube.com	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session
MUID	Bing.com	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronizing the ID across many Microsoft domains.	1 year
- ytidb::LAST_RESULT_ENTRY_KEY	Youtube.com	Stores the user's video player preferences using embedded YouTube video	Persistent / Session
- yt-remote-cast-available			
- yt-remote-cast-installed			
- yt-remote-connected-devices			
- yt-remote-device-id			
- yt-remote-fast-check-period			
- yt-remote-session-app			
- yt-remote-session-name			

## 4 MANAGING AND DISABLING COOKIES

### 4.1 Your cookie preferences

When you visit our Website for the first time, you will be prompted via our **cookie banner** to indicate whether you agree to enable non-strictly necessary cookies. You have the possibility to access this Cookie Policy before doing so.

Please keep in mind that limiting or blocking the use of cookies may negatively impact your experience with respect to our Website.

### 4.2 Via browser settings

You can also modify your browser settings to decline certain cookies and/or to delete cookies that are already installed on your computer or mobile device. There are several possibilities to avoid the storage of cookies. Please visit the websites of the different browsers to learn how you can block the storage of cookies. Here you can find such websites regarding the most common browsers:

**Chrome:** [Clear, enable and manage cookies in Chrome - Android - Google Chrome Help](#)

**Safari:** [Manage cookies and website data in Safari on Mac - Apple Support](#)

**Firefox:** [How to clear the Firefox cache | Firefox Help \(mozilla.org\)](#)

**Microsoft Edge:** [Delete cookies in Microsoft Edge](#)

Please realize that when you decide to delete all your cookies, you probably will have to fill in all your usernames and passwords again on the websites you visit, where before the cookies stored your passwords for you. As already mentioned, cookies have benefits to your surfing experience on the web.

#### **4.3 More information?**

If you want to know more about cookies, please visit the site: [What are cookies? | Cookies & You \(cookiesandyou.com\)](https://www.cookiesandyou.com). This website provides more information on cookies, explains in detail how to delete the cookies and shows you how you can allow familiar websites to store cookies on your device.

## **5 UPDATES**

KADONATION may alter, amend or update this Cookie Policy as deemed necessary to accommodate the use of new/different cookies, changes in technology, industry practice and legal or regulatory development, etc. When posting a new version on the Website, KADONATION will indicate the revision date at the beginning of this Cookie Policy.

Once a new cookie policy is implemented, your consent regarding the use of cookies (with the exception of strictly necessary cookies) will be requested again in our cookie banner.

## **6 QUESTIONS?**

If you have any further questions about this Cookie Policy or its implementation, you may always contact our DPO: [compliance@kadonation.com](mailto:compliance@kadonation.com).