



## Cookie and Internet Advertising Policy

**Effective from: July 1, 2024 / Version: 1.0.1**

VinylVerve B.V. ("We," "Our," or "Us") is committed to transparency regarding our use of cookies and similar technologies on our website, vinylverve.com. This Cookie and Internet Advertising Policy supplements our privacy policy and explains how we use cookies and other tracking technologies to enhance your browsing experience, personalize content, and understand user behavior on our site.

### **What are cookies?**

Cookies are small text files that are stored on your computer or mobile device when you visit a website. They are commonly used to make websites work more efficiently and provide information to the site owners.

**Persistent cookies:** These remain on your device between sessions and allow us to remember your preferences or actions across multiple visits.

**Session cookies:** These are temporary cookies that expire once you close your browser or app. They are used to ensure the smooth operation of our website during your visit.



## How do we use cookies?

We use cookies for various purposes:

**Functionality:** To ensure our website operates correctly and efficiently, thereby enhancing your browsing experience.

**Performance and analytics:** To analyze how visitors use our site, which allows us to improve functionality and user experience.

**Advertising:** To deliver personalized advertisements based on your interests and browsing behavior on our site and others.

## First-party cookies

These are cookies set by VinylVerve and are essential for the operation of our site. They include cookies for:

User authentication and session management.

Remembering your preferences, such as language and location.

Ensuring the security of your transactions.



## **Third-party cookies**

We also use third-party cookies from trusted partners to enhance your experience. These include:

**Analytics tools:** Such as Google Analytics, to understand how users interact with our site.

**Advertising partners:** To serve customized advertisements based on your interests and browsing behavior.

## **Managing cookies**

You have the right to manage cookies. Most web browsers allow you to manage your cookie preferences. These settings can usually be found in the "Options" or "Preferences" menu of your browser. Here, you can choose to accept or reject cookies or specify which websites are allowed to set cookies on your device.

For more detailed guidelines on managing cookies, visit [aboutcookies.org](http://aboutcookies.org).

## **Current cookies in use**

For a complete list of cookies currently used on our site, please refer to our dedicated cookie information page at [vinylverve.com/cookies](http://vinylverve.com/cookies). This page will be updated regularly to reflect any changes in our cookie usage.



## **Internet advertising**

We participate in targeted advertising programs, meaning we may show ads based on your interactions with our site and other sites. These ads are intended to be more relevant to you and your interests. We do not share your personal information with advertisers; however, they may infer certain attributes about you based on your browsing behavior.

## **Advertising preferences**

If you prefer not to receive personalized advertisements, you can adjust your browser settings or use tools provided by advertising industry organizations, such as the Network Advertising Initiative's consumer opt-out page ([networkadvertising.org/choices](http://networkadvertising.org/choices)) or the Digital Advertising Alliance's consumer choice tool ([aboutads.info/choices](http://aboutads.info/choices)).

By continuing to use our website, you agree to our use of cookies and similar technologies as described in this policy. If you have any questions or concerns about our use of cookies, please contact us at [info@vinylverve.com](mailto:info@vinylverve.com).



## **Translated Text**

The Cookie Policy has been drawn up in the Dutch language. If there are any errors or ambiguities, we would appreciate hearing from you. In case of discrepancies between the Dutch text version of this Cookie Policy and any translation, the Dutch version shall prevail.