

## Cookie Statement

Hogeschool PXL (hereinafter referred to as “we”, “our”, “us”) uses and processes cookies in order to manage this website.

Cookies are small pieces of data that a website installs on the visitor’s computer or mobile device. When you visit the website again later, this cookie will recognise the device through a unique identification number.

In this Cookie Statement we will explain for which purposes we use cookies . Please also read [our Privacy Statement](#) to get a full view of the personal data we process and collect through our website, as well as your rights related to your personal data.

### 1. What are cookies?

A cookie is a small text file that is placed on the hard drive of your computer or mobile device when you visit a website. The cookie recognizes the device by a unique identification number when you return to the website. In particular, cookies collect information about the behaviour of website visitors.

The Belgian Law on electronic communications of 13 June 2005 contains some provisions regarding cookies and their use on websites. The law is a transposition of the European e-Privacy Directive, which means that the cookie legislation can be implemented differently in other European member states. In addition, the General Data Protection Regulation (AVG) also applies, as cookies process personal data of website visitors. We recommend that you read [our Privacy Statement](#) for more information about the processing of personal data.

### 2. What types of cookies exist?

Cookies exist in different forms and can be classified depending on who installed them (first- or third-party cookies), how long they remain on your machine (session or persistent cookies) and which purpose they serve (essential, analytical, marketing and social media cookies).

We will provide more information on each of these types of cookies and list all cookies installed by us, categorised by purpose and specifying whether they are first or third party and their duration.

#### 2.1. First or third-party cookies

**First party cookies** are set by us and only we can read them. They are usually essential to make the website function the way it should or to analyse the use of the website.

**Third party cookies** are created by another party than us and placed on your device through our website. Examples of such cookies are social media cookies such as Twitter or Vimeo, but also Google Analytics.

These cookies are used mostly to measure traffic on a website. For example, if a website shows a Vimeo video on one of its pages, the owner of the website will insert a piece of code and the clip shown on the website by Vimeo. When the Vimeo code is executed in the browser or when loading the clip, Vimeo can follow the player and install information in the form of cookies. As the code is created and placed by another party than the owner of the website (i.e. Vimeo), this is called a third-party cookie.

In the context of our website, the following third-parties may install cookies:

- Companies we hire to provide services on our behalf, such as site analytics (e.g. Google Analytics).
- Companies that deliver content, such as videos or news, or adds on our website.

These companies use the data they process in accordance with their privacy policies, which may enable them to collect and combine information about your activities across websites, apps, or online services.

## 2.2. Session or persistent cookies

Cookies usually have an expiration date.

**Session cookies** only remain on your device for the duration of a visit and are automatically deleted when you close your browser.

**Persistent cookies** are not deleted when you close your browser and are stored for a longer period or until you delete them manually. The latter are used for example to re-identify you upon your next visit or to retain your choice of language.

## 2.3. Essential, analytical, marketing or social media cookies

**Essential cookies** are necessary for purely technical reasons to enable a normal visit of the website. As this is a technical necessity, we only need to inform you of the use of these cookies, and they are installed upon accessing the website.

**Analytical cookies** monitor how our website is used, for example to quantify the traffic on the website or how many times a page is consulted. We use this information to analyse user experience and the performance of our website and services. We will ask for your consent before installing these cookies.

**Marketing cookies** collect information to deliver relevant sponsored content about our products and products offered by third parties. They follow users on our website to show

advertisements that are relevant and interesting for our visitors, based on their preferences. These cookies will be installed only with your consent.

**Social media cookies** are used when you share information using a social media sharing button on our website, if you link your account to engage with our content on or through a social media provider such as Facebook, Twitter or YouTube, or when accessing social media content through our website, for example when viewing a Vimeo clip. Your consent is needed before installing these cookies.

### 3. Which cookies do we use?

Below you will find the cookies we use on our website. We will update this list regularly to provide you with information that is as up-to-date as possible.

#### 3.1. Essential Cookies

These cookies are used for the following purposes:

- Security reasons: in order to assess whether our website is subject to a cyber-attack, detect defaults, fraud and/or abuse.
- Performance of our website: in order to propose a smooth navigation on our website.

These cookies are automatically installed on your web browser once you visit our website.

Cookie name	Expiration time	Description	First/Third party cookies
<b>Essential cookies</b>			
BX_USER_ID	1 year	It allows us to track the current user's session ID	First party cookie Bitrix
PHPSESSID	Session	It allows us to track the current user's session ID	First party cookie

#### 3.2. Analytical purpose

These cookies are used in order to analyse your behaviour when visiting our website. We may collect the following information such as the number of clicks, which items you have clicked on, number of times you visited our website, how you discovered our website, etc.

We will only install these cookies if you have consented to them.

Cookie name	Expiration time	Description	First/Third party cookies
<b>Cookies used for statistical purposes</b>			
_ga	2 years	It allows us to track the user's session	first party cookie but managed by Google Analytics
_gat	1 day	It is used to throttle request rate	First party cookie but managed by Google Analytics
_gid	24 hours	It allows us to track the user's session	First party cookie but managed by Google Analytics
collect	Session	It is used to send data to Google Analytics about the visitor's device and behaviour. It tracks the visitor across devices and marketing channels.	Google Analytics

### 3.3. Marketing purpose

We install these cookies in order to show or let another service provider (e.g. Google) show you advertisements deemed relevant based on your potential area of interest.

We will only install these cookies on your web browser if you have consented to them. / We do not use Marketing cookies on our website.

Cookie name	Expiration time	Description	First/Third party cookies
<b>Cookies used for marketing purposes</b>			

### 3.4. Social Media

These are cookies which will enable you to publish content on your social media account, like a certain article, play a Vimeo video, etc.

We will only install these cookies on your web browser if you have consented to them.

Cookie name	Expiration time	Description	First/Third party cookies
<b>Social Media</b>			

#### **4. How can you control cookies?**

If you want to consult our website, we recommend that you enable cookies. However, you are free to disable cookies if you wish, either on your first visit to our website via the cookie banner, or via the settings of your browser.

If you wish to enable or disable cookies via your web browser, you must change your browser settings (via the "Preferences" or "Options" tab). The following links provide more information on how to manage cookies. You can also consult the "Help" tab of your browser:

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

#### **5. What are your rights and how to exercise them?**

Since the use of cookies constitutes a processing of personal data, you as a data subject have the right to the lawful and secure processing of your personal data.

In addition, you have certain rights that you can exercise, in particular:

- Right of access to your personal data,
- Right to have your personal data rectified,
- Right to obtain the erasure of your personal data,
- Right to data portability,
- Right to object to certain processing operations,
- Right to withdraw your consent.

More information about how we collect and process your personal data, as well as about your rights and how you can exercise them, can be found in [our Privacy Statement](#).

Please note that you can always withdraw your consent for non-essential cookies.

#### **6. Right to lodge a complaint**

If you have a question or a complaint about the processing of your personal data, please contact us as stated in our Privacy Statement.

If you are not satisfied with our response, if you have any comments about the exercise of your rights or if you believe that our processing is not done in accordance with applicable law, you have the right to lodge a complaint about this with the Data Protection

Authority (<https://www.gegevensbeschermingsautoriteit.be>), this is the Belgian supervisory authority in the field of privacy protection.

## **7. Modification of this Statement**

We can change this cookie statement at any time to reflect our processing activities.

We will announce this change on our website.

This cookie statement was last amended on May 3, 2021.