

## COOKIE STATEMENT HAPPINESS BRUSSELS

### Who are we?

This is the Cookie statement of Happiness Brussels BV, with company number 0876.054.114, and having its principal seat of business at Steenkaai 42, B-1800 Vilvoorde (hereafter: “Happiness”, “we” or “us”).

In the current document, we describe how we use cookies on our website, how long we use them and how you can manage your preferences.

If you have any questions or remarks on how we use cookies, please contact us at: [privacy@happiness-brussels.com](mailto:privacy@happiness-brussels.com).

### General information about cookies

Cookies are small text files that are stored on your computer by the websites you visit. They contain session data related to your use of a website, which can be used by the website concerned for various purposes, e.g. to make your website visit more efficient or to measure activity on the website.

We make a distinction between essential cookies and non essential cookies.

Essential cookies are cookies that we need for the proper operation of our website. Essential cookies may for example save your language preferences through our different webpages, or allow you to complete a communication form and send your request or remark to us.

For the use of non essential cookies, we will ask your permission, by means of our Cookie Banner that will pop-up when you first visit our website. You may withdraw your consent for the future, by changing [your cookie settings](#).

We may update this cookie policy from time to time. If the changes impact cookies for which you have already provided your consent, or if we add additional cookies, you will be redirected through our cookiebanner.

### Cookies we use

The cookies we use are the following:

Name cookie	Function of the cookie - information collected	Storage term	Shared with third parties? (No / Yes + information)
__utma	Cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred. (Google analytics)	2 years	Yes --> Google

__utmb	Takes a timestamp of the exact moment in time when a visitor enters a site. (Google analytics)	Expires at the end of the browser session	Yes --> Google
__utmc	Takes a timestamp of the exact moment in time when a visitor leaves a site. (Google analytics)	Expires at the end of the browser session	Yes --> Google
__utmt	Used to throttle request rate for Google analytics.	Expires at the end of the browser session	Yes --> Google
__utmz	Keeps track of where the visitor came from, what search engine the visitor used, what link the visitor clicked on, what keyword the visitor used, and where the visitor was in the world when the visitor accessed a website	6 months	Yes --> Google
_first_pageview	Used to throttle the request rate for the service - limiting the collection of data on high traffic sites. (Google analytics)	10 mins	Yes --> Google
_jsuid	Its purpose is to identify new and unique visitors to a web site. (Google analytics)	5 years	Yes --> Google
cluid	Contains a unique user identifier and is used by website owners with multiple domains that want to track users across those domains for performance measurement. (Google analytics)	5 years	Yes --> Google
cookie-policy-accepted	Save GDPR consent pop-up selection to improve user experience.	1 month	No
_ga	This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. (Google analytics)	2 years	Yes --> Google
__utmt_secondTracker	Performance and analytical cookie for Google analytics.	Expires at the end of the browser session	Yes --> Google
sc_is_visitor_unique	To store number of visits. (Reference: <a href="https://cookiedatabase.org/cookie/statcounter/sc_is_visitor_unique/">https://cookiedatabase.org/cookie/statcounter/sc_is_visitor_unique/</a> )	2 years	Yes --> Statcounter

is_unique	To store unique visits. (Reference: <a href="https://cookiedatabase.org/cookie/statcounter/is_unique/">https://cookiedatabase.org/cookie/statcounter/is_unique/</a> )	5 years	Yes -> Statcounter
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## Additional information

### Information about Google analytics

This analytical tool installs cookies that we use in order to quantify the visits (traffic) on the website and the behavior of the users on our Website. This allows us to know how many times a particular page has been consulted, a video has been viewed, a button has been clicked. We use this information only to improve the content of the Website or as a basis for a new campaign by determining certain topics of great interest. You can find more information in the Google Analytics tool. To provide website visitors more choice on how their data is collected by Google Analytics, Google has developed an Opt-out Browser add-on, which is available by visiting Google Analytics Opt-out Browser Add-on, to enable you to opt- out of Google's programs.

### Youtube video player

Our Youtube videos have privacy-enhanced mode enabled: therefore YouTube won't store information about you, unless you play the video, according to the Google-Youtube guide.

## How to manage cookies in your browser?

The consequences of disabling cookies depend on which cookies you disable, but in general, the website may not operate properly if you take this decision. Below you will find details on how to use common types of browser to disable cookies. Use the options in your web browser if you do not wish to receive a cookie or if you wish to set your browser to notify you when you receive a cookie. You can easily delete and manage any cookies that have been installed in the cookie folder of your browser by following the instructions provided by your particular browser manufacturer.

Google Chrome: [link to page](#)

Microsoft Edge: [link to page](#)

Mozilla Firefox: [link to page](#)

Safari (Desktop): [link to page](#)

If your browser is not listed here, consult the documentation that your particular browser manufacturer provides. You may also consult your mobile device documentation for information on how to disable cookies on your mobile device. If you disable all cookies, you may not be able to take advantage of all the features of our website.

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