



# Cookie Policy

This cookie policy explains what cookies are and how they are used (hereinafter referred to as the "cookie policy"). It is addressed to the public who access the websites operated by Belgian Mobile ID SA/NV (hereinafter referred to as "the visitor" or "you").

Belgian Mobile ID SA/NV (hereinafter referred to as "Belgian Mobile ID" or "we") advises the visitor to also consult the data protection policy via the link <https://www.itsme-id.com/legal/privacy-statement> if he or she would like to be fully informed about the way in which Belgian Mobile ID collects, stores and uses your personal data from its websites.

## 1. GENERAL

This cookie policy applies to all websites operated by Belgian Mobile ID, including in particular the website <https://www.itsme-id.com> (hereinafter referred to as the "website"). Belgian Mobile ID is registered with the Belgian authorities at<sup>1</sup> Rue du Marquis 1, 1000 Brussels, Belgium, under number 0541.659.084.

When you first access our website, a banner will appear informing you of our use of cookies if you are browsing the private or support area and asking you to set and customise the way we collect and use your cookies if you are browsing the business area or pages linked to your itsme account. In either case, the banner provides access to this cookie policy.

We process the data obtained from cookies in accordance with our data protection policy, which can be consulted at the following link: <https://www.itsme-id.com/legal/privacy-statement>.

We reserve the right to change both our cookie policy and our data protection policy. The visitor is therefore requested to consult these policies regularly in order to stay informed.

If you have any questions about how we use cookies, please contact us in one of the following ways:

E-mail: [privacy@itsme.be](mailto:privacy@itsme.be)

Mail: Rue du Marquis 1, 1000 Brussels, Belgium

User contact form: <https://support.itsme.be/hc/requests/new>

## 2. WHAT ARE COOKIES?

A cookie is a small text file saved on your computer or mobile device when you visit the website. It allows the website to remember your actions and preferences (such as user ID, language, font size and other display preferences) for a predefined period of time, so that you do not have to enter them again when you return to the website or navigate from one page to another. In addition, cookies may also be collected to obtain data about how you access the website to improve its overall performance in terms of speed, functionality and ease of use.

Cookies usually have an expiry date. So-called "session cookies" are automatically deleted when you close your browser, whereas so-called "permanent cookies" are stored on your computer for a longer period of time, sometimes even until you manually delete them.

Cookies do not operate independently of the website and in no way access data from your computer or mobile device.

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<sup>1</sup> Crossroads Bank for Enterprises/Kruispuntbank van Ondernemingen



### 3. OUR USE OF COOKIES

Belgian Mobile ID, the website manager, manages its cookies differently depending on the section you are browsing. The pages on the private area ("for me") and the support area (linked to the "contact us" function) of the website only use so-called essential cookies, whereas the pages on the business area ("for business") as well as the pages related to your itsme account may include up to three types of cookies:

- essential cookies;
- analytical cookies;
- marketing cookies.

The personal data collected via essential cookies are used to manage the content of the website and ensure its proper functioning. These cookies enable you to navigate from one web page to another and to record the information needed to fill in forms. It is not possible to refuse these cookies if you wish to access the site.

Belgian Mobile ID also uses so-called analytical cookies which aim to improve your browsing experience and our website. The personal data collected via these cookies also allow us to study the behaviour and preferences of visitors for our general market research. The use of analytical cookies is subject to your consent and they will only be installed on your device with your approval.

Finally, marketing cookies allow us to carry out retargeting, to measure the performance of our advertising campaigns and to optimise them. The use of such cookies is also subject to your consent and they will only be installed on your device with your approval.

We also use remarketing pixels for our advertising campaigns on, among others, social networks. Pixels are transparent, single-pixel graphic files that are added to a web page. The pixel communicates with cookies on a device and pulls cookie information from the consumer's computer, such as an IP address, and tracks who clicks on ads and lands on a sales page. This may include a cookie set by social networks on the Belgian Mobile ID website pages. The pixels allow social networks to track the actions of their users from an ad on the social network to a page on our site. The social networks may subsequently :

- identify, on their user platform, who visited the affected web page;
- provide personalised services; and
- place targeted advertisements.

Users who are not members of the social network are not involved in this data processing.

You can find more information about the collection and processing of information, the use of data by social networks, and the settings available to protect your privacy in the respective privacy policies of these social networks.

The data collected from cookies and pixels is used in accordance with our data protection policy, which you can consult via the following link: <https://www.itsme-id.com/legal/privacy-statement>. We only share your data with third parties who process personal data on our behalf and in accordance with our policies (on cookies and privacy).

You can find more details regarding the cookies used within the different areas of our website in the following sections of this policy.

## 4. ITSME PRIVATE

### 4.1. OUR OWN COOKIES

#### 4.1.1. Essential cookies

These cookies are necessary for the proper functioning of the website. Essential cookies are divided into two categories: cookies that are strictly necessary for purely technical reasons and functional cookies that ensure the proper functioning of the website and guarantee a faster and more efficient use of the website. In view of the necessity of these cookies, the processing of these cookies is based on the legal basis of Belgian Mobile ID's legitimate interest within the meaning of Article 6 of the GDPR and only an obligation to inform applies. Essential cookies are placed on your device as soon as you access the website.

Name	Third party	Deadline	Objective
Browser cookies	itsme	At the end of the session	Enable internet browsing and the various functions associated with it



<b>Language cookies</b>	itsme	1 year	Save the user's language preferences
<b>Consent cookies</b>	itsme	1 year	Store the consent status of the user's cookie for the retention of their phone number
<b>Banner cookies</b>	itsme	1 week	Store the version of the banner in order to activate its display again if its content has been modified

## 5. ITSME BUSINESS

### 5.1. OUR OWN COOKIES

#### 5.1.1. Essential cookies

These cookies are necessary for the proper functioning of this website. Essential cookies are divided into two categories: cookies that are strictly necessary for purely technical reasons and functional cookies that ensure the proper functioning of the website and guarantee a faster and more efficient use of the website. In view of the necessity of these cookies, the processing of these cookies is based on the legal basis of Belgian Mobile ID's legitimate interest within the meaning of Article 6 of the GDPR and only an obligation to inform applies. Essential cookies are placed on your device as soon as you access the website.

Name	Third party	Deadline	Objective
<b>Browser cookies</b>	itsme	At the end of the session	Enable internet browsing and the various functions associated with it
<b>Language cookies</b>	itsme	1 year	Save the user's language preferences
<b>Consent cookies</b>	itsme	1 year	Store the consent status of the user's cookie for the retention of their phone number
<b>Banner cookies</b>	itsme	1 week	Store the version of the banner in order to activate its display again if its content has been modified

### 5.2. THIRD PARTY COOKIES

With our permission, third parties may place cookies on your browser when you visit the business area of the website, either to ensure the proper functioning of the site or for analytical and marketing purposes.

Advertisers may therefore obtain more information about your browsing habits to enable us to improve your experience and show you more personalised ads while you are surfing our website.

Third party cookies are also used to manage and optimise Belgian Mobile ID advertising campaigns on other websites. These third-party cookies are managed by our supplier Numberly for all marketing purposes and by our suppliers At Internet and Commanders Act for all analytical and tagging purposes. Indeed, the website also contains tags that collect information about users' browsing behaviour. This information includes browsing times, cookies, IP address and the user's agent. The website's tags are managed with TagCommander via our supplier Commanders Act.

For more information about third party advertisers who are allowed to place cookies or use the remarketing pixel, please see our data protection policy at the following link: <https://www.itsme-id.com/legal/privacy-statement>.

#### 5.2.1. Essential cookies

These cookies are necessary for the proper functioning of this website. Essential cookies are divided into two categories: cookies that are strictly necessary for purely technical reasons and functional cookies that ensure the proper functioning of



the website and guarantee a faster and more efficient use of the website. In view of the necessity of these cookies, the processing of these cookies is based on the legal basis of Belgian Mobile ID's legitimate interest within the meaning of Article 6 of the GDPR and only an information obligation applies. Strictly necessary third-party cookies are placed on your device as soon as you access the website, whereas functional cookies are only placed after a choice has been made regarding the placement of other types of cookies.

Name	Third party	Deadline	Objective
Consent cookies	Commanders Act	6 months	Store visitor consent status and privacy banner display
		6 months	Show consent status in the privacy centre

### 5.2.2. Analytical cookies

The processing of these cookies requires your consent and you can refuse them without affecting your navigation of our website. These cookies are only placed on your device after you have consented to the placement of analytical cookies.

Name	Third party	Deadline	Objective
Tracking cookies	Numberly	6 months	Identify the visitor's session
		6 months	Identify visitors exposed to the privacy banner and measure privacy banner usage statistics
	AT Internet	6 months	Identify the numsites (unique site identifier) encountered by the visitor and store the visitor identified information
		1 month	Keeps track of a previous allocation campaign
		30 seconds	Keep the information to be transmitted during a JavaScript redirection
		30 minutes	List new campaigns encountered during a visit, to avoid measuring the same campaign several times.
		13 months	Identify the visitor's ID
		13 months	Keep the privacy mode activated by the visitor

### 5.2.3. Marketing cookies

The processing of these cookies requires your consent and you may refuse them without affecting your browsing experience on our website. These cookies are only placed on your device after you have consented to the placement of marketing cookies.

Name	Third party	Deadline	Objective
Advertising cookies	Numberly	6 month	Identify the visitor's web browser
		6 months	Identify whether the visitor has browsed the website in the last 24 hours



## 6. ITSME SUPPORT PAGES

### 6.1. THIRD PARTY COOKIES

With our permission, third parties may place cookies on your browser when you visit the support area in order to ensure the proper functioning of the website.

#### 6.1.1. Essential cookies

These cookies are necessary for the proper functioning of this website. Essential cookies are divided into two categories: cookies that are strictly necessary for purely technical reasons and functional cookies that ensure the proper functioning of the website and guarantee a faster and more efficient use of the website. In view of the necessity of these cookies, the processing of these cookies is based on the legal basis of Belgian Mobile ID's legitimate interest within the meaning of Article 6 of the GDPR and only an information obligation applies. Strictly necessary third-party cookies are placed on your device as soon as you access the website, whereas functional cookies are only placed after a choice has been made regarding the placement of other types of cookies.

Name	Third party	Deadline	Objective
<b>Cookies to protect against malicious bots</b>	Cloudflare	After 30 minutes of continuous user inactivity	Identify and mitigate automated traffic to protect the site from malicious bots.
<b>Traffic management cookies</b>	Cloudflare	1 Day	Manage incoming traffic and have better visibility on the origin of a request.

## 7. MY ITSME PAGES

### 7.1. OUR OWN COOKIES

#### 7.1.1. Essential cookies

These cookies are necessary for the proper functioning of this website. Essential cookies are divided into two categories: cookies that are strictly necessary for purely technical reasons and functional cookies that ensure the proper functioning of the website and guarantee a faster and more efficient use of the website. In view of the necessity of these cookies, the processing of these cookies is based on the legal basis of the legitimate interest of Belgian Mobile ID within the meaning of Article 6 of the GDPR and only an information obligation applies. Strictly necessary cookies are placed on your device as soon as you access the website, whereas functional cookies are only placed after a choice has been made regarding the placement of other types of cookies.

Name	Third party	Deadline	Objective
<b>Browser cookies</b>	itsme	At the end of the session	Enable internet browsing and the various functions associated with it
<b>Language cookies</b>	itsme	1 year	Save the user's language preferences
<b>Consent cookies</b>	itsme	1 year	Store the consent status of the user's cookie for the retention of their phone number
<b>Banner cookies</b>	itsme	1 week	Store the version of the banner in order to activate its display again if its content has been modified



## 7.2. THIRD-PARTY COOKIES

With our permission, third parties may place cookies on your browser when you visit the website pages related to your itsme account for analytical purposes. Advertisers may therefore obtain more information about your browsing habits to enable us to improve your experience when you visit our website.

For more information about third-party advertisers who are allowed to place cookies on Myitsme pages, please see our data protection policy at the following link: <https://www.itsme-id.com/legal/privacy-statement>.

### 7.2.1. Analytical cookies

The processing of these cookies requires your consent and you can refuse them without affecting your navigation of our website. These cookies are only placed on your device after you have consented to the placement of analytical cookies.

Name	Third party	Deadline	Objective
Tracking cookies	Google	2 years	These analytical cookies collect information about your activity and browsing habits on the website.

## 8. YOUR RIGHTS

As subjects of the data processed by Belgian Mobile ID, your rights with regard to cookies are the following:

- You have the right to give or withhold your consent before we install and read non-essential cookies on or from your device, without us denying you certain services or benefits on the grounds that you have not consented to the use of non-essential cookies.
- You have the right to withdraw your consent at any time (see Section 9 Cookie Management).
- You have the right to receive clear and precise information, in particular, on the controller, on the purposes pursued by the cookies and other tracers that are or will be deposited and/or read on or from your device, on the data they collect and on their lifetime. This right to information exists regardless of the type of cookies ("essential" or "non-essential") that are deposited or read on your device.
- Where cookies allow the processing of personal data, you have all the rights established in the GDPR, namely the right of access, rectification, opposition, limitation, deletion and portability of data. You can receive clear and precise information on these rights by consulting our data protection policy at the following link: <https://www.itsme-id.com/legal/privacy-statement>.
- If you feel that we have not responded adequately to your questions or concerns, you have the right to lodge a complaint at any time with the Belgian Data Protection Authority, which regulates and supervises the processing of personal data in Belgium, using the following contact details
  - by online form via the link <https://www.autoriteprotectiondonnees.be/citoyen/agir/introduire-une-plainte>;
  - by e-mail to [contact@apd-gba.be](mailto:contact@apd-gba.be);
  - in writing to the following address Rue de la Presse / Drukpersstraat 35, 1000 Brussels.
- If you are not a Belgian resident, you have the right to lodge your complaint with your local data protection authority. Below is a link to the contact details of the competent data protection authority: [https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](https://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm).



## 9. COOKIE MANAGEMENT

You can change the status of your consent to the use of analytical and marketing cookies on our website at any time via the cookie management banner, which you can activate the display on the <https://www.itsme-id.com/legal/cookie-policy> page.