

Foundation for Market Information Research

Cookie Statement

This cookie statement describes the use of cookies when you use the website <https://somi.nl> (the “Website”). The website is provided to you by the Foundation for Market Information Research (“SOMI” or “we”, “us”, “our”).

This cookie statement may be amended from time to time, for example, if we start using other cookies or if regulations change. We will inform you about substantial changes. For more information about how we can process your personal data, please refer to our [Privacy Statement](#).

WHAT ARE COOKIES?

Cookies are small (text) files that your computer, tablet, smartphone, or other electronic device (“device”) stores when you use the website. The use of cookies allows your device to be recognized. In this way, we can measure how our website is used and we can make improvements. Cookie use is safe: a cookie cannot start programs or spread viruses.

Cookies have a certain period of validity from the moment they are placed on a device. Some cookies we place are valid for the duration of a session. This means that the cookies are automatically deleted as soon as you close the browser. There are also cookies that remain valid for longer, so that they can also be read on a subsequent visit to the website.

COOKIES ON OUR WEBSITE

Different types of cookies are placed via our website. We place functional cookies to be able to display the website, to remember the language, and to remember your cookie preferences. We also use analytical cookies and tracking/marketing cookies.

Analytical cookies

Analytical cookies record how visitors use the website. With these cookies, SOMI can analyze the use of the website and (anonymous) user statistics and reports can be generated.

SOMI uses the Google Analytics service from Google Inc. (“Google”). Google Analytics places a cookie on your device that records the use of the website. The information collected consists of your IP address (number of your computer that makes it possible to recognize your device), the type of browser, the computer system you use, and the pages you visit on the website. This data is then analyzed by Google and the results are provided to SOMI. In this way, SOMI gains insight into the traffic to and from the website and the way in which the website is used. On the basis of this data, SOMI can make adjustments to the website or our services if necessary.

The processing of these personal data is, therefore, necessary for the representation of SOMI's legitimate interests.

The analytical cookies that SOMI uses are listed in the table below:

Cookie	Provider	Goal	Duration	Type
_ga	Google	Registers a unique ID that is used to generate statistical data about how the visitor uses the website.	2 years	HTTP
_gat	Google	Used by Google Analytics for the request rate.	1 day	HTTP
_gid	Google	Registers a unique ID that is used to generate statistical data about how the visitor uses the website.	1 day	HTTP
siqlsdb	Zoho	Sets a unique ID for the session. This allows the website to obtain information about visitor behavior for statistical purposes.	Persistent	HTML
utsdb	Zoho	Registers data about the behavior of visitors to the website. This is used for internal analysis and optimization of the website.	Persistent	HTML

We have set the Google Analytics cookies in such a way that they do not have a major impact on your privacy. We have taken the following measures in this regard:

- SOMI has concluded a processing agreement with Google in which agreements are laid down about the handling of the collected data. In this, SOMI has not allowed Google to use the information obtained for other Google services.
- SOMI has removed the last octet from your IP address. IP addresses consist of 4 so-called octets of 3 digits each. Google offers the possibility to remove the last octet of the IP address of website visitors. This is done in temporary memory, even before the IP address is stored by Google.
- SOMI has disabled the settings in Google Analytics to share data with Google, so that Google cannot use the data for its own (advertising) purposes.
- SOMI does not use Google Analytics in combination with other Google services.

For more information about the Google Analytics cookies, [click here](#). Google also offers you the option to opt-out of data collection in the context of Google Analytics, by means of the Google Analytics Opt-out Browser Add-on. [Click here](#) to use that option. [Click here](#) for more general information about how Google uses cookies.

Tracking/marketing cookies

SOMI uses tracking/marketing cookies to track your surfing behavior on the internet and to collect data and information about your surfing behavior from various websites that you have visited. This information is used to make the content of the displayed advertisements as relevant as possible and to limit the repetition of the same advertisements.

SOMI uses a Facebook pixel for marketing campaigns on Facebook. The Facebook pixel is an analysis tool that allows SOMI to measure the effectiveness of its advertisements and to gain insight into the actions that people take on the website. The is integrated into some of our web pages and is activated when someone takes action on our website. Facebook can track the actions of its users and will subsequently be able to recognize on its platform the user who has visited the web page in question and show more targeted advertisements. Read more about how Facebook collects, processes, and uses data and your privacy rights in the Facebook privacy policy.

Cookie	Provider	Goal	Duration	Type
tr	Facebook	Used by Facebook to deliver a range of advertising products, such as real-time bidding from third-party advertisers.	Session	Pixel
_fbp	Facebook	Used by Facebook to deliver a range of advertising products, such as real-time bidding from third-party advertisers.	3 months	HTTP
b3e783bb62	Zoho	Collects information about user preferences and/or interaction with web campaign content - This is used on the CRM campaign platform that website owners use to promote events or products.	Session	HTTP
smartlook_ban_expire	somi.nl	Collects information about user preferences and/or interaction with web campaign content. This is used on the CRM campaign platform that website owners use to promote events or products.	Persistent	HTML

Accept, refuse and delete cookies

We ask for your permission prior to placing tracking/marketing cookies. We do not ask you for permission to place the Google Analytics cookies and any functional and technically necessary cookies. We have a legitimate interest in placing these cookies and placing them does not infringe your privacy.

You can change your consent by using these functions:

[Change your consent](#) | [Withdraw your consent](#)

If you wish, you can manage the cookies through your browser settings. You can set your browser so that no cookies are stored, you can allow or refuse any cookie, or that all cookies are deleted when you close your browser.

Contact

Do you have questions about this cookie statement? Then you can send an e-mail to privacy@somi.nl.

This cookie statement was last amended on June 4, 2021.