

# B PLAY

## Cookie notice

*Last updated: 13 October 2017*

### 1. About this Notice

- 1.1 This Cookie Notice ("**Notice**") explains how B Play SPRL , with registered office at Avenue des Statuaires 125, B-1180 Uccle ("**B Play**", "**we**", "**us**", and "**ours**") uses cookies and similar technologies to recognise you when you visit our website at <http://www.qilak.com> ("**Website**"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.
- 1.2 Please take the time to read this Notice carefully. If you have any questions or comments, please contact Thomas Carlier via [thomas@qilak.com](mailto:thomas@qilak.com).

### 2. What are cookies?

- 2.1 Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.
- 2.2 Cookies have many different features, such as allowing you to navigate between pages efficiently, remembering your preferences, and generally improving the user experience. They can also help ensure that the advertisements you see online are more relevant to you and your interests.
- 2.3 Cookies set by the website owner (in this case, B Play) are called "*first party cookies*". Cookies set by parties other than the website owner are called "*third party cookies*". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognise your computer both when it visits the website in question and also when it visits certain other websites.

### 3. How long do cookies last?

Cookies can remain on your computer or mobile device for different periods of time. Some cookies are "*session cookies*", which means they only exist when your browser is open and are automatically deleted when you close your browser or quit the app. Other cookies are "*persistent cookies*", meaning they survive after your browser or app is closed and can be used by websites or apps to recognize your computer when you re-open your browser or app later. The length of the cookies used on our Website is explained in more detail in the table below.

#### 4. Why do we use cookies?

4.1 When you visit our Website, we may place the following cookies:

Types of cookie	Who serves these cookies	Duration	How to refuse
<b>Analytics and customisation cookies:</b> These cookies collect information that is used either in aggregate form to help us understand how our Website are being used or how effective are marketing campaigns are, or to help us customise our Website for you.	Google Analytics: <a href="https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en">https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=en</a> .	See below.	To refuse these cookies, please follow the instructions below under the heading "How can I control cookies?"  Alternatively, please click on the relevant opt-out link below: <ul style="list-style-type: none"> <li>Google Analytics:  <a href="https://support.google.com/analytics/answer/181881?hl=en">https://support.google.com/analytics/answer/181881?hl=en</a>.             </li> </ul>
	Google Analytics sets the following cookies: <ol style="list-style-type: none"> <li>i. <code>_ga</code></li> <li>ii. <code>_gid</code></li> <li>iii. <code>_gat</code></li> <li>iv. <code>AMP_token</code></li> <li>v. <code>_gac_&lt;property- id&gt;</code></li> <li>vi. <code>__utma</code></li> <li>vii. <code>__utmt</code></li> <li>viii. <code>__utmb</code></li> <li>ix. <code>__utmc</code></li> <li>x. <code>__utmz</code></li> <li>xi. <code>__utmv</code></li> </ol>	<ol style="list-style-type: none"> <li>i. 2 years</li> <li>ii. 24 hours</li> <li>iii. 1 minute</li> <li>iv. 30 seconds to 1 year</li> <li>v. 90 days</li> <li>vi. 2 years from set/update</li> <li>vii. 10 minutes</li> <li>viii. 30 minutes from set/update</li> <li>ix. End of browser session</li> <li>x. 6 months from set/update</li> <li>xi. 2 years from set/update</li> </ol>	

## **5. What about other tracking technologies, like web beacons?**

- 5.1 Cookies are not the only way to recognise or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognise when someone has visited our Website. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning.

## **6. What about targeted advertising?**

- 6.1 Third parties may serve cookies on your computer or mobile device to serve advertising through our Website. These companies may use information about your visits to this Website and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

## **7. How can I control cookies?**

- 7.1 You have the right to decide whether to accept or reject cookies. You can exercise your cookie preferences by clicking on the appropriate opt-out links provided in the cookie table above.
- 7.2 You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our Website though your access to some functionality and areas of our Website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.
- 7.3 In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

## **8. The cookies that were sent in the past**

- 8.1 If you have disabled one or more cookies, we can always use information collected by these cookies before the deactivation. However, we cease to collect information via the opted-out cookie.

## **9. More information about cookies**

- 9.1 For more information about cookies, including explanation about how cookies are placed on your device, or how to manage and delete them, visit <http://www.allaboutcookies.org>.

## **10. Updates to this Notice**

- 10.1 We may update this Notice from time to time in response to changing legal, technical or business developments. When we update our Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make. We will obtain your consent to any material Notice changes if and where this is required by applicable data protection laws.
- 10.2 You can see when this Notice was last updated by checking the "last updated" date displayed at the top of this Notice.