

# DJ.Studio

## COOKIE NOTICE

Last Modified October 18, 2022

This Cookie Notice describes how and why DJ.Studio and our subsidiaries (“we,” “us” or “DJ.Studio”) use cookies, web beacons, pixels, tags, scripts and other similar technologies in the course of our business, including through websites and apps that link to this Cookie Notice. It also explains your rights to control our use of these tracking technologies. For additional information about our privacy practices, please review our Privacy Notice.

### WHAT ARE COOKIES?

Cookies are small data files placed on your computer or other internet-enabled device that enable our features and functionality. They allow us to record information when you visit or interact with our websites, products and services (collectively, our “Websites”). Other tracking technologies, such as web beacons and pixels work similarly to cookies, placing small data files on your device that monitor your Website activity.

### HOW DO WE USE COOKIES?

We use cookies and other tracking technologies to make our Websites easier to use and to better tailor them to your interests and needs. We use the information we obtain from cookies and other tracking technologies to carry out profiling activities in order to learn more about you and offer you tailored advertising based on your behavior on our Websites. We also use these technologies to compile information that allows us to better understand our customers and visitors.

# **WHAT KINDS OF COOKIES AND TRACKING TECHNOLOGIES DO WE USE?**

## **PERSISTENT AND SESSION COOKIES**

We use two categories of cookies: Persistent cookies and session cookies. Persistent cookies are cookies that help us recognize you. They are stored on your device in between browser sessions, allowing us to remember your preferences and actions across multiple sites and on multiple visits. Session cookies expire at the end of your browser session, allowing us to link your actions during a particular browsing session.

## **THIRD PARTY COOKIES**

In addition to the first party cookies set by us, we also allow third parties to set cookies on our Websites. Third parties may use cookies, web beacons, pixels, tags, scripts and other similar tracking technologies to enable the third party's features or functionalities to be provided through the Website you are using. The third party setting these cookies can recognize your device both when it visits our Website and when it visits certain other websites or services. For example, our paid endorsers, or affiliates, may use third party cookies to identify you as a referral so they can be compensated if you sign up for services from us as a result of visiting one of our paid endorsers. For example, third party vendors such as Google may use cookies or other device identifiers to provide you with targeted advertisements based on your past visits to our Website.

## **CROSS-DEVICE TRACKING**

We perform cross-device tracking which allows us to provide more relevant advertising to you on multiple devices. We do this by identifying browsing activity on your smartphones, tablets, desktop computers and other devices connected to the same IP address or logged into the same account to better understand the products and services that might be of interest to you.

## **LOCAL STORAGE OBJECTS**

We also use Local Storage Objects (LSOs), such as HTML5, to, among other things, optimize screen presentation, video and other preference information.

## **GOOGLE ANALYTICS**

We use Google Analytics which is a web analytics tool that helps us understand how users engage with our Websites. Like many services, Google Analytics uses first-party cookies to track user interactions as in our case, where they are used to collect information about how users use our Website. This information is used to compile reports and to help us improve our Websites. The reports disclose website trends without identifying individual visitors.

## **WHY DO WE USE COOKIES?**

We use the following types of cookies for the reasons described below. These cookies may be set by us or a third party service provider to perform the functions described below:

- **Required:** These cookies and tracking technologies are required to help our websites work correctly. For example, these cookies allow you to navigate our Website and use essential features, including secure areas and shopping baskets.
- **Analytics:** These cookies and tracking technologies help us understand how customers and visitors interact with our Websites. They provide us with information about areas of our Websites visited, time spent on our Websites, transactions performed, and any error messages you receive. These cookies allow us to improve the performance of our Websites. They may collect your IP address but only for the purpose of identifying general locations of visitors and identifying fraudulent or spam traffic.
- **Functional:** These cookies and tracking technologies allow our Websites to remember choices you make to give you better functionality and a personalized experience. For example, when you select a specific currency on one of our Websites, we will remember your currency selection when you return.

- Advertising: These cookies and tracking technologies allow us to deliver content, including advertisements, relevant to your specific interests. This content may be delivered on our Websites or on third party websites or services. They allow us to understand and improve the relevancy of our advertisements. They may track personal information, including your IP address.

## HOW CAN I CONTROL COOKIES?

If you visit our Websites from the European Union and/or the European Economic Area, only required cookies, as described above, will be used on our Websites by default. Other cookies and tracking technologies will only be used when you consent by visiting each Website's Cookie Management Center at <http://preferences-mgr.truste.com/>, where available.

Where you visit our Website from outside Europe, all cookies and similar tracking technologies described above will be used by default. If you would prefer not to receive personalized ads based on your browser or device usage, you may generally express your opt-out preference to no longer receive tailored advertisements. Please note that you will continue to see advertisements, but they will no longer be tailored to your interests.

If you opt out of receiving certain cookies from us, your web browser will be associated with a generic "opt-out" cookie, which will prevent us from associating any non-personal information with your browser. Our "opt-out" cookie has no expiration date. Since this program is cookie-based, you may need to opt out again if you do any of the following:

- Delete your cookies;
- Block cookies, including third party cookies;
- Switch internet browsers;
- Change computers; or
- Upgrade your web browser.

Internet browsers allow you to change your cookie settings via the “options” or “preferences” menu in your browser. Please note that if you set your browser to refuse or block all cookies, certain features or functionalities of our Websites will be limited or unavailable to you.

Some internet browsers include the ability to transmit “do not track” signals. Because no industry standard has yet been developed with respect to “do not track,” our Websites do not currently process or respond to such “do not track” signals.

Some internet browsers may offer their own management tools for removing HTML5 and other Local Storage Objects.

You can opt out of Google’s use of cookies or device identifiers without affecting how you visit or use our Website. For more information on opting out of Google’s use of cookies across all websites you use, visit this Google page: <https://adssettings.google.com/authenticated>. To provide you with more choice on how your data is collected by Google Analytics, Google has developed an opt-out browser add-on, which is available at <https://tools.google.com/dlpage/gaoptout> and enables you to opt out of being tracked by Google Analytics.

To learn how to manage privacy and storage settings for Flash cookies, visit [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html).

Further information about deleting and blocking cookies can be found at <http://www.allaboutcookies.org>.

Further information about our advertisers’ use of cookies can be found at:

- European Interactive Digital Advertising Alliance: <http://www.youronlinechoices.eu/>
- Internet Advertising Bureau (US): <https://www.iab.com/>
- Internet Advertising Bureau (EU): <https://www.iabeurope.eu/>

## **HOW CAN I GET FURTHER INFORMATION?**

If you have any questions about our use of cookies or other tracking technologies, please email us at [privacy@DJ.Studio.com](mailto:privacy@DJ.Studio.com) or contact our Data Protection Officer at Sophialaan 32,, 8911 AE Leeuwarden.