

# COOKIE POLICY

The Cookie Policy is located at the web addresses: ([www.atag.be](http://www.atag.be), [www.pelgrim.be](http://www.pelgrim.be), [www.etna.be](http://www.etna.be), [www.hisense.be](http://www.hisense.be) and [www.asko.be](http://www.asko.be))

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## What are cookies?

The cookies are small text files that are stored on the device of the user - the visitor to the website (data subject). Cookies are kept in the memory of your Internet browser and are designed to allow the website to recognize the user, which is especially useful for repeated visits to the website, when they enable prior user's preferences, but they can also enable the user to be recognized when visiting another website.

Cookies perform many different tasks that make your online experience easier and more interactive. They can be used, for example, to remember settings on websites you visit frequently, they can store user identity, shopping cart contents, etc. Therefore, they help you navigate between web pages more efficiently. They also help ensure that the ads you see online are more relevant to you and tailored to your interests. Some of the information collected is designed to detect browsing patterns and approximate geographic location and to improve user experience.

## How do we use cookies and similar online tools?

We use different types of cookies, namely:

1. The first category are mandatory cookies, which the website uses to ensure the operation of basic functionalities, such as navigation on the website, access to protected parts of the website and similar. Without cookies from this group, the website does not work properly. As the operator of the website, we have access and can read these cookies. They can remember, for example, whether you have already confirmed or rejected the cookie policy. We do not need your consent to use these cookies, but collect cookies based on our legitimate interest. These are primarily cookies that participate in authentication and technical cookies that are necessary for the operation and use of some related IT systems. Authentication cookies are saved when you log in to the website and stored on our authentication server.
2. The second category is the so-called analytical cookies, which are used to provide information about visitors' interaction with the website. This type of cookie is collected anonymously. We use these cookies exclusively for our own research on

how we can improve the service we offer to our website users. These cookies simply evaluate how you interact with our website as an anonymous user (the data collected does not reveal your identity). Data collected from anonymous cookies is not shared with third parties or used for any other purpose. We may share anonymized data with contractors who perform individual tasks for us based on a relevant contract. We need your consent to use these cookies.

3. The third category are marketing cookies, which are used to track the activities of visitors on websites and to display advertising messages that are relevant and attractive to individual users based on their interests, and to evaluate the effectiveness of website content. We need your consent to use these cookies.
4. The fourth category of cookies are social media cookies that are used to connect a website to a third-party social media platform. They remember a user's details after the user signs in to a social media account from a website. Many social media cookies are set through plugins, widgets, and sharing buttons. We need your consent to use these cookies.

At the same time, we inform you that individual cookies are provided by external providers, among other for the purpose of displaying the content of external providers (in particular, various social networks and websites for streaming video content, e.g. YouTube, Facebook, Instagram, Twitter). To view content from third-party providers, you must also accept their terms of use, which includes their privacy policy and cookie policy, over which we have no control. Individual external providers are seated or provide services relevant to the protection of personal data in a third country that does not offer the same level of data protection as in EU countries.

The set of individual categories of cookies that we use on the website can be seen from the tables below.

### **How to control cookies and their use**

When you access to our web page, you will automatically be enabled to manage and select the cookies through cookie banner. If you do not want to accept all the cookies collected based on the consent, the cookie banner will enable you to select only some of them or to reject all (except for mandatory cookies).

You will also be able to change the previous selection of the cookies (except for mandatory cookies) in the cookie settings located at the bottom of the website or here ([www.atag.be](http://www.atag.be), [www.pelgrim.be](http://www.pelgrim.be), [www.etna.be](http://www.etna.be), [www.hisense.be](http://www.hisense.be) and [www.asko.be](http://www.asko.be)), In case of such later change of the selected cookies, we will still be able to use the data collected from the cookies before they were disabled, but we will stop collecting additional data based on the disabled cookies.

If you want to change the way your browser uses cookies, including blocking or deleting cookies from any website, you can do so by changing the settings of the browser you use. By using the option "Help" on your internet browser you may find the instructions for change of cookie settings.

## Mandatory cookies

Name	Provider	Purpose	Duration
JSESSIONID	Gorenje	Used by sites written in JSP. General purpose platform session cookies that are used to maintain users' state across page requests.	session
ROUTE	Gorenje	Hybris cookie	session
gorenje-si-cart	Gorenje	Used to handle user cart.	12 years
cookieconsent_status_ANALYTICS	Gorenje	Stores cookie consent setting.	1 year
cookieconsent_status_ESSENTIAL	Gorenje	Stores cookie consent setting.	1 year
cookieconsent_status_MARKETING	Gorenje	Stores cookie consent setting.	1 year
cookieconsent_status_PERSONALIZATION	Gorenje	Stores cookie consent setting.	1 year
cookieconsent_status_UNCATEGORIZED	Gorenje	Stores cookie consent setting.	1 year

## Analitical cookies

Name	Provider	Purpose	Duration	Provider's privacy policy
_gcl_au	Google Analytics	This cookie is used by Google Analytics to understand user interaction with the website.	3 months	<a href="#">Google</a>
_ga	Google Analytics	This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session, campaign data and keep track of site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors.	2 years	<a href="#">Google</a>
_gid	Google Analytics	This cookie is installed by Google Analytics. The cookie is used to store information of how visitors use a website and helps in creating an analytics report of how the website is doing. The data collected including the number visitors, the source where they have come from, and the	1 day	<a href="#">Google</a>

		pages visted in an anonymous form.		
_gat_UA-xxxxxxx-x	Google Analytics	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It is a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	1 minute	<a href="#">Google</a>
_hjid	Hotjar	This cookie is set by Hotjar. This cookie is set when the customer first lands on a page with the Hotjar script. It is used to persist the random user ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	1 year	<a href="#">Hotjar</a>
_hjFirstSeen	Hotjar	This is set by Hotjar to identify a new user's first session. It stores a true/false value, indicating whether this was the first time Hotjar saw this user. It is used by Recording filters to identify new user sessions.	30 minutes	<a href="#">Hotjar</a>
_hjIncludedInPageviewSample	Hotjar	This cookie is set to let Hotjar know whether that user is included in the data sampling defined by your site's pageview limit.	30 minutes	<a href="#">Hotjar</a>
_hjAbsoluteSessionInProgress	Hotjar	This cookie is used to detect the first pageview session of a user. This is a True/False flag set by the cookie.	30 minutes	<a href="#">Hotjar</a>

## Marketing cookies

Name	Provider	Purpose	Duration	Provider's privacy policy
test_cookie	DoubleClick	This cookie is set by doubleclick.net. The purpose of the cookie is to determine if the user's browser supports cookies.	15 minutes	<a href="#">Google</a>

IDE	DoubleClick	Used by Google DoubleClick and stores information about how the user uses the website and any other advertisement before visiting the website. This is used to present users with ads that are relevant to them according to the user profile.	1 year 24 days	<a href="#">Google</a>
APISID	Google	Used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	2 years	<a href="#">Google</a>
CONSENT	Google	Used to store cookie consent preferences.	20 years	<a href="#">Google</a>
HSID	Google	Used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	2 years	<a href="#">Google</a>
NID	Google	Contains a unique ID Google uses to remember your preferences and other information,	6 months	<a href="#">Google</a>
SAPISID	Google	Used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	2 years	<a href="#">Google</a>
SID	Google	Used by Google to display personalized advertisements on Google sites, based on recent searches and previous interactions.	2 years	<a href="#">Google</a>
SIDCC	Google	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	1 year	<a href="#">Google</a>
SSID	Google	Used by Google to display personalized advertisements on Google sites, based on	2 years	<a href="#">Google</a>

		recent searches and previous interactions.		
__Secure-1PAPISID	Google	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	2 years	<a href="#">Google</a>
__Secure-1PSID	Google	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	2 years	<a href="#">Google</a>
__Secure-3PAPISID	Google	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	2 years	<a href="#">Google</a>
__Secure-3PSID	Google	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	2 years	<a href="#">Google</a>
__Secure-3PSIDCC	Google	Builds a profile of website visitor interests to show relevant and personalized ads through retargeting.	1 year	<a href="#">Google</a>

## Social media cookies

Name	Provider	Purpose	Duration	Provider's privacy policy
_fbp	Facebook	This cookie is set by Facebook to deliver advertisement when they are on Facebook or a digital platform powered by Facebook advertising after visiting this website.	3 months	<a href="#">Facebook</a>
c_user	Facebook	The c_user cookie contains the user ID of the currently logged in user.	1 year	<a href="#">Facebook</a>
datr	Facebook	The purpose of the datr cookie is to identify the web browser being used to connect to Facebook independent of the logged in user.	2 years	<a href="#">Facebook</a>
fr	Facebook	Used to deliver, measure and improve the relevancy of ads.	3 months	<a href="#">Facebook</a>
presence	Facebook	The presence cookie is used to contain the user's chat state.	Session	<a href="#">Facebook</a>

		For example, which chat tabs are open.		
sb	Facebook	The purpose of the cookie is to identify the web browser being used to connect to Facebook independent of the logged in user.	2 years	<a href="#">Facebook</a>
spin	Facebook	Facebook advertiser cookie	24 hours	<a href="#">Facebook</a>
wd	Facebook	This cookie stores the browser window dimensions and is used by Facebook to optimise the rendering of the page.	1 week	<a href="#">Facebook</a>
xs	Facebook	This cookie contains multiple pieces of information, separated by colon (colon is encoded to the value %3A for transmission). The first value is an up to two-digit number representing the session number. The second portion of the value is a session secret. The third, optional component is a 'secure' flag for if the user has enabled the secure browsing feature.	1 hour	<a href="#">Facebook</a>
VISITOR_INFO1_LIVE	YouTube	A cookie that YouTube sets that measures your bandwidth to determine whether you get the new player interface or the old. This cookie expires after 8 months.	8 months	<a href="#">Google</a>
YSC	YouTube	This cookie is set by the YouTube video service on pages with embedded YouTube video. This cookie expires when you close your browser.	Session	<a href="#">Google</a>
1P_JAR	YouTube	Enable Google to collect user information for videos hosted by YouTube.	1 month	<a href="#">Google</a>