

COOKIE POLICY THE INTERNATIONAL ACADEMY OF OSTEOPATHY

1. WHAT IS THE PURPOSE OF THIS POLICY?

The International Academy of Osteopathy is a non-profit association (NPO) under Belgian law, having its registered office at Bollebergen 2B, 9052 Gent (Belgium), registered with the Crossroads Bank for Enterprises under number 0459.285.397 (hereinafter “**IAO**”, “**we**” or “**us**”).

This is the Cookie Policy of IAO with respect to the use of cookies on our website www.osteopathie.eu/ (hereinafter “**the Website**”). This policy serves to inform you of the cookies we use, so that you can easily manage your cookie-settings.

This policy should be read together with our Privacy Policy.

2. WHAT ARE COOKIES AND WHY ARE THEY USED?

Cookies are small files that are stored on the hard drive of your computer or mobile device via your browser. These files store certain information, such as your language preference. When you visit the website again later, cookies will be sent to the website again, so that the website recognizes your browser and can thus remember your language preference. Cookie usage is subject to the Belgian Act on Electronic Communications and the General Data Protection Regulation 2016/679.

Some of the cookies that we use on our Website are technically required (essential) to make this Website work, others serve to provide you with a better, faster and safer user experience.

Cookies are often classified in the following categories.

According to the lifespan of the cookie:

- (i) “**session cookies**”: cookies that are automatically erased once the user closes the browser.
- (ii) “**persistent cookies**”: cookies that remain on a user's computer or device even after the user closes the Website, and stay there for a certain period of time (e.g. several minutes, days or years).

According to the origin of the cookie:

- (iii) “**own cookies**” (also known as “*first party*” cookies): cookies that are installed and managed by IAO itself.

- (iv) **“cookies from third parties”**: cookies that are installed and managed by a third party during a user's visit of our Website.

You will find more information on the specific cookies that we use on our Website in article 5 below and you will find out how to manage these cookies (including, if desired, how to delete them) under article 6.

3. **WHAT ARE SOCIAL MEDIA PLUG-INS AND PIXELS AND WHY DO WE USE THEM?**

Apart from cookies, we are also using social media plug-ins and pixels on our Website.

Social media plug-ins enable us to recognise you on the basis of your social media profile and to import certain data (such as the identification and contact information and your profile picture). In addition, they enable us to use social media (such as LinkedIn, Twitter, Facebook) 'share' buttons. More information relating hereto can be found in the privacy policy of your social media service. In case you do not wish to establish a connection with your social media profile, please log out before using our Website.

A pixel is a piece of software code used on a website to measure the effectiveness of advertising campaigns and to gain insight into how visitors are using the website. We use the Facebook pixel on our Website. The pixel code is placed in the header of the Website. If someone visits the Website and performs an action, the pixel is activated and reports the action. In this manner we are able to verify which website visitor is taking what specific actions and we are able to contact you again at a later stage via future advertisements, tailored to your areas of interest (also called "remarketing"). We are using pixel data to: (i) ensure that our advertisements are shown to the right categories of persons, (ii) to create target audiences for our advertisements, and (iii) to enable additional Facebook advertising tools. More information on this can also be found in Facebook's privacy policy. We also recommend regularly verifying and updating your Facebook privacy settings and to set your preferences with the means offered to you by Facebook.

4. **WHAT IS THE PURPOSE OF COOKIES?**

Cookies have the following purposes:

- (v) **Necessary/technical cookies**: These cookies are indispensable for the functioning of our Website and allow you to use certain parts of it. It is not possible to reject these cookies. They are placed on your device based on our legitimate interest, i.e. the proper functioning of our Website.
- (vi) **Analytical cookies**: These cookies allow us to recognize visitors of our Website, to count the number of visitors and to identify the way in which they navigate. This allows us to improve user navigation and to ensure that visitors can faster and easier find what they need. In particular, we are using Google Analytics cookies on our Website.

(vii) **Functional cookies:** These cookies make it easier for our Website to work, increase the enjoyment of our Website for visitors, and ensure that you have a more personalized experience. For example, these cookies can remember your language preferences, whether or not you are using our Website for the first time, if you have accepted our cookie banner, etc. If you reject these cookies, certain parts of the Website will not work or will not work optimally.

(viii) **Targeting/advertisement cookies:** Our website and marketing e-mails use targeting cookies in order to track statistics of visitors and to send you personalised messages, advertisements and promotions.

5. WHICH COOKIES DO WE USE?

Please find below a list of the cookies that we are using on our Website:

<i>Type of cookie</i>	<i>Name of the cookie</i>	<i>Origin</i>	<i>Storage period</i>	<i>Purpose</i>
Necessary/technical cookie	JWSESSION	Own cookie	During the session	A unique ID registering the visitor's session
Necessary/technical cookie	JwStickySession	Own cookie	30 days	Track visitor's session status on page queries
Necessary/technical cookie	JwUnsafe	Own cookie	7 days	Saving the role of a logged-in user to identify the website owner
Analytical cookie	_ga	Own cookie	440 days	Collection of visitor statistics
Analytical cookie	_gat_*	Own cookie	1 minute	Collection of campaign-related information for the user
Analytical cookie	_gid	Own cookie	2 days	Collection of visitor statistics

Targeting/advertisement cookie	DSID	Cookie from third party (Google)	14 days	Identify logged-in user and remember if the user has agreed to ad personalization
Targeting/advertisement cookie	IDE	Cookie from third party (Google)	13 months	Providing advertisements
Targeting/advertisement cookie	oo	Cookie from third party (Facebook)	5 years	Providing advertisements
Targeting/advertisement cookie	sb	Cookie from third party (Facebook)	13 months	Collection of visitor statistics
Targeting/advertisement cookie	xs	Cookie from third party (Facebook)	365 days	Verify the authenticity of the visitor
Targeting/advertisement cookie	datr	Cookie from third party (Facebook)	13 months	Verify the authenticity of the visitor
Targeting/advertisement cookie	_fbp	Own cookie	3 months	Distinguish and track unique users

6. HOW CAN YOU MANAGE/DELETE THESE COOKIES?

All major internet browsers offer the option to manage the cookies that were installed on your computer or mobile device.

In case you do not want our Website to place cookies on your computer or mobile device, you may limit or delete this easily by adjusting your browser or mobile settings. In addition, you can set you browser or mobile settings in such a way that you will get a notification every time you receive a cookie on your computer or mobile device, so that you can decide whether you wish to accept this cookie or not.

Through the links below you will find more information about managing and deleting cookies on the most commonly used internet browsers:

Firefox	Chrome	Safari	Internet Explorer
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Firefox (mobile)	Chrome (mobile)	Safari (mobile)	Microsoft Edge
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Please note that, when you disable certain cookies, it is possible that certain parts of our Website will no longer function properly and you will no longer enjoy an optimal user experience.

7. CHANGES TO THIS POLICY

From time to time, we may need to change this this Cookie Policy, for example in case of use of new functionalities on our Website. We therefore encourage you to regularly review this policy. When we publish changes to this policy, we change the date of the “latest update” at the bottom of the document. The most current version of this Cookie Policy will be available on our Website at all times.

8. CONTACT

If you have any questions, comments or complaints in relation to Policy, please feel free to contact us by e-mail at info@osteopathy.eu or by regular mail at the attention of Bollebergen 2B, 9052 Gent.

COOKIE CONSENT BANNER

This Website uses cookies. Some cookies are necessary for the proper functioning of the Website and are always used. Other cookies are used to provide you a more personalized user experience (functional cookies) or to collect statistical data about your visits to our Website in order to provide a better service (analytical cookies) or to provide personalized content (advertising cookies). Do you agree to our use of cookies?

- I accept all cookies.*
- Only cookies that are strictly necessary.*
- Click here to learn more about cookies and how you can manage them.*