

What is a cookie?

Cookies are text files containing small amounts of information that a user's device (computer, tablet or mobile) downloads when it visits a website. They allow the site to "remember" your computer, but not specifically who is using it, and improve your user experience. By associating the identification numbers in the cookies with other customer information when, for example, you log-in to the site, then we know that the cookie information relates to you.

What is the scope of cookies?

Cookies are used generally for different purposes, such as letting the user navigate between pages efficiently, implementing the user's preferences and generally improving their browsing experience, by customizing the website according to their navigation and user profile. They can also help ensure that the adverts that the user sees online are more relevant to them and their interests.

What cookies do we use?

Our website uses several type of cookies for different purposes as better explained below in "Categories of cookies on E4LG.com".

In particular we use:

Session cookies, which only last for the duration of a browsing session. They are usually used to facilitate the access to the services on our website, to authenticate you when you are a registered member, and to remember what a user has put in their ordering cart, and

Persistent cookies, which last for more than one visit. They are used to remember a user's preferences and actions within the website. In this case, when a user returns to our website, or visits sites that use the same cookies, the site reads the cookies and identifies the user's browser.

Among these cookies it is possible to refer to:

First party cookies, which are supplied by the website you are visiting, i.e. E4LG.com and can be read only by such site. First party cookies can be either session or permanent cookies.

Third party cookies, which are meant to collect data on an anonymous way, for example analytics information, including browsing statistics. Other third party cookies are meant to track our visitors' response to our online promotional activities. This technology uses information about your visits to our website and third parties' sites on which we advertise, to deliver relevant advertisements. We also use this to learn which banner adverts bring users to our website. Also third party cookies can be either session or permanent cookies.

Categories of cookies on the E4LG.com site

The type of cookie used on our website can fall under one of the categories below.

Technical cookies

Technical cookies include navigation or session cookies, analytic cookies analytics and functionality cookies.

We do not need to seek your consent to use these cookies.

Navigation or session cookies

These cookies are strictly necessary session cookies essential to enable you to move around the website and use its essential features,

We also use a cookie to track that you have been informed of our use of profiling cookies and consented (if so) to it.

Analytics

These cookies are also known as performance cookies and collect information about how you use our website, so that we can improve the quality of our site and services. Some examples include which pages you visit most often, whether you get error messages from web pages. Performance cookies allow us to implement these choices and optimise the way our site works. All the information that these cookies collect is aggregated and therefore they do not collect personal identification information.

These types of cookies may be first party or third party.

These cookies include analytics that allow us to obtain statistics about website access and browsing, monitor which website our users arrive from, help us improve the site by measuring usage information and any errors which occur during our users browsing experience, as well as the effectiveness of advertising campaigns, using aggregated information.

Profiling cookies

These cookies, that include advertising and targeting cookies, are used by E4LG, our advertising providers and/or third parties to offer you a customised browsing experience by delivering you advertisements that are relevant to you and your interests on third party websites. Cookies are used to identify your preferences and analyse your online interactions and transactions with us. This information is exclusively for the benefit of E4LG.com and will

not be shared with any third party, except with E4LG.com service providers for the purpose of processing it on our behalf.

We invite you to read our privacy policy for full details of how we can process your personal data under such circumstances.

Among many types of advertising or targeting cookies, we may use **Flash Cookies and Pixel Tags**

Flash Cookies: We may also use local shared objects, known as Flash cookies, to store your preferences. The amount and type of information collected through Flash cookies and how they work is different from browser cookies. Please be aware that the browser's tools to manage cookies will not remove Flash cookies.

To disable flash cookies, please use the setting tool provided by Flash player:

http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager02.html

Pixel Tags: If you agreed to being tracked and/or profiled, we may use other tracking technologies (e.g. web beacons, clear gifs) in the communications we send to you. The purpose of these may be to learn about whether you have read or opened the email, whether you have interacted with any link, e.g. by clicking on it, and if so which ones. This information may be combined with other information we have gathered about you, to help us deliver more interesting communications to you, based on your browsing experience and ordering.

You can read more about the cookie policy of the third party partners whose profiling cookies are used on our site by clicking <http://youronlinechoices.com>

We need your consent to use profiling cookies. At any time, you can manage your preferences for advertising or targeting cookies through your browser settings, see below, or by enabling/disable all third party cookies, see below.

Information Sharing

We do not share information collected through the use of cookies and pixel tags with any third party, except with other entities within E4LG, our advertising agencies/providers and our IT service providers (e.g. hosting providers), exclusively for the purposes set out above.

How to manage your cookie preferences?

At any time, you have the option to accept or decline the use of cookies/pixel tags by changing your browser application settings.

Most browser applications automatically accept cookies but you can set it to receive an alert each time an operator tries to send you cookies/pixel tags, and/or prevent it from accepting them. On most browsers, the “Help” portion of the toolbar will tell you how to prevent it from accepting cookies, how to have it notify you when you receive cookies/pixel tags, or how to disable cookies/pixel tags altogether.

Below are pages describing these settings in more detail for each browser:

[Chrome](#) ; [Firefox](#) ; [Internet Explorer 7 en 8](#) ; [Internet Explorer 9](#) ; [Safari](#) ; [Opera](#)

If you use multiple browsers (e.g. Internet Explorer, Google Chrome, Firefox, etc.) you must repeat this procedure with each one, and if you connect to the web from multiple devices (e.g. from work and at home), then you will need to set your preferences on each browser on each device.

Please note that if you disable completely cookies from the browser, then it is possible that some parts of our website will not function properly such as the normal surfing of the site, the purchase activity, and finally you may also lose any personalized activity such as the advertising you receive when you visit this website.

How to disable third party cookies and advertising or targeting cookies from E4LG.com website?

You may learn how to disable third party cookies and advertising or targeting cookies on your computer by checking <http://youronlinechoices.com>

How to contact us?

E4LG is the controller for the purposes of this cookie policy.

If you want to know more about cookies, have any question or want to send us suggestions, please contact us at E4LG, Rubenslei 2, 2018 Antwerp (Belgium), email gunter@e4lg.com

More information

We invite you to read our privacy policy for full details of how we process your personal data.