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## COOKIE POLICY

*Last Modification date: 01/05/2022*

This Cookies Policy describes the different types of cookies we use on the website of Brussels Urban Sessions and how you can set them.

Brussels Urban Sessions is an event organized by Urban Generations ASBL/VZW – reg. no: 0747.485.463

We have a strict privacy policy and we are committed to being transparent about the technologies used on our site. To the extent that the information collected with cookies contains personal data within the meaning of Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data (GDPR), the provisions of our Privacy Policy apply and supplement this Cookies Policy.

### 1. WHAT IS A COOKIE?

A “cookie” is a small text file containing information that is stored by a website on a computer or by a mobile application on a user’s smartphone. Information collected by cookies and similar tracking technologies typically include browsing and connexion data (IP address, time and location of connexion, type of browser used, etc.).

Cookies provide the ability to identify you and remember various information to help you navigate a site/mobile application, to make it function properly or to make it more effective, for example, your language preferences.

### 2. WHAT COOKIES ARE BEING USED ON OUR WEBSITE AND WHY?

We use different types of cookies for different reasons.

#### A. NECESSARY COOKIES

These cookies are essential for browsing our website or strictly necessary to provide a service specifically requested/expected by a user.

Deleting this type of cookies can lead to navigation problems and is therefore strongly discouraged.

#### B. PREFERENCE COOKIES

These cookies collect information about your choices and preferences and make your navigation more pleasant and personalized.

These cookies make it possible to remember the language chosen during your first visit to our website in order to adapt it accordingly.

#### C. ANALYTICAL COOKIES

These cookies are used to collect information on your use of the website in order to improve the its content, better adapt it to your needs and increase its usability.

For example, these cookies show us the most visited pages of the website or help identify difficulties that may occur during browsing.

#### *D. "SHARE" COOKIES (SOCIAL MEDIA)*

These cookies allow you to share the content of the website with other people through social networks. Some share buttons are integrated through third-party applications that may provide this type of cookies.

Social networks that offer such a "share" button are likely to identify you with this button, even if you have not used this button when visiting our website. We invite you to consult the privacy policies of these social networks to find out the purpose of using the information collected through these "share" buttons by going to their respective websites.

#### *E. ADVERTISING COOKIES*

These cookies are used for marketing purposes, in particular, to display targeted ads, conduct market research and evaluate the effectiveness of an advertising campaign.

### **3. HOW TO SET THE COOKIES ?**

To take into account the applicable legislation, notably the GDPR, cookies that may be placed on your devices when browsing the website are developed in a manner that they will only be placed on your terminal after a positive action from your side consenting on their placement, except as essential/strictly necessary cookies are concerned. This is because without these cookies, our website cannot run smoothly.

At any time you can easily delete, disable or accept cookies from our site by configuring your browser settings.

If you use different computers, smartphones and/or tablets, remember to configure each device to match your preferences in terms of cookies.

### **4. CONTACT INFORMATION**

Please feel free to contact us via email for any questions : [hello@urbangenerations.com](mailto:hello@urbangenerations.com)