

## COOKIE STATEMENT

### What are cookies?

Cookies are small text files that are placed on your computer, tablet or smartphone when you visit a website.

Mobility Concept uses cookies and similar technologies to ensure that the website functions correctly, to analyse the use of the website, to improve the user experience and to measure the effectiveness of our marketing activities.

Some cookies are necessary for the website to function properly and securely. Under Article 11.7a, paragraph 3, of the Dutch Telecommunications Act (Telecommunicatiewet), no prior consent is required for these cookies. All other cookies are placed only after you have given your consent via the cookie banner (Article 11.7a of the Dutch Telecommunications Act in conjunction with Article 6(1)(a) GDPR).

### Which cookies do we use?

- **Functional cookies**

These cookies are necessary for the website to function properly and cannot be disabled. We use these cookies to:

- Remember your cookie preferences
- Protect forms and the website against spam and misuse
- Safeguard the functionality and security of the website
- Enable essential website functions

Examples include the consent cookies from Cookiebot and cookies used by hCaptcha.

- **Analytical cookies**

Analytical cookies help us to understand how visitors use our website. We use Google Analytics 4 (GA4) to collect information about:

- Pages visited
- Time spent on the website
- Navigation behaviour
- Device and browser information
- General website performance

This information helps us to improve the website and the user experience. Analytical cookies are placed only after consent has been given.

Appropriate technical and organisational measures have been taken to limit the processing of personal data as far as possible. The section "Third-party services" applies to transfers outside the European Economic Area.

- **Marketing and advertising cookies**

Marketing and advertising cookies help us to measure the effectiveness of our campaigns and to improve our online marketing activities. We use:

- Google Ads Conversion Tracking: tracks conversions after a click on a Google advertisement.
- LinkedIn Insight Tag: helps us to measure the effectiveness of our campaigns. LinkedIn may process the data collected in accordance with its own privacy policy.

These cookies are placed only where you give your explicit consent via our cookie banner. You may withdraw your consent at any time, without this limiting the operation of our website. Following your consent, Google and LinkedIn may process the data collected in accordance with their own privacy policies.

### Third-party services

To support the functionality and performance of our website, we use the following third-party services:

- **Cookiebot:** for managing consent and cookie preferences.
- **Google Tag Manager:** for managing tags on the website. Google Tag Manager does not place cookies itself, but facilitates the loading of scripts and tags.
- **Google Analytics 4:** for analysing website usage and performance.
- **Google Ads:** for measuring the effectiveness of advertising campaigns.
- **LinkedIn Insight Tag:** for measuring campaign performance and visitor interaction.
- **hCaptcha:** for protecting forms against spam, misuse and automated submissions. hCaptcha places necessary security cookies on your computer in order to protect our contact forms against spam. These do not require prior consent, as they are essential for the security of our service.

These parties may process data in accordance with their own privacy and cookie policies.

In so far as third parties process personal data as a processor, Mobility Concept has entered into a data processing agreement with those parties in accordance with Article 28 GDPR.

Google, LinkedIn and hCaptcha may process personal data outside the European Economic Area. Where personal data is transferred to third countries, this takes place solely subject to appropriate safeguards in accordance with Chapter V GDPR, including – where applicable – the Standard Contractual Clauses referred to in Article 46 GDPR.

### Managing your cookie preferences

You may change or withdraw your consent for cookies at any time. Withdrawing your consent does not affect the lawfulness of processing that took place before you withdrew it. To do so, click the “Cookie settings” link on our website. You may also configure your browser to block or delete cookies. Please note that certain parts of the website may then no longer function correctly.

### Cookie Statement

The most current overview of the cookies used on this website is maintained automatically by Cookiebot. This overview states, for each cookie, its name, type, purpose, controller and retention period, and can be consulted at <https://mobilityconcept.nl/cookieverklaring>.

### Personal data and your rights

Cookies may process personal data. Our Privacy Statement sets out which data this concerns, on what legal basis we process it and which rights you have in that respect, including the right of access, the right to object and the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

### Questions

If you have any questions about this Cookie Statement, please contact our service desk via [servicedesk@mobilityconcept.nl](mailto:servicedesk@mobilityconcept.nl).