COOKIE POLICY - ADOPTAI

Last update: 01-01-2026

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1. INTRODUCTION

1.1 About this Cookie Policy

This Cookie Policy ("**Cookie Policy**") explains what cookies are, what cookies AdoptAI uses on the website www.adoptai.be (the "**Website**"), why we use them, and how you can manage your preferences.

This Cookie Policy is an integral part of our Privacy Statement and should be read in conjunction with it.

1.2 Who are we?

AdoptAI Registered office: Dr. Willem Meersstraat 19, B-3730 Bilzen-Hoeselt
Company number: BE1024.331.381

E-mail: info@adoptai.be
Website: www.adoptai.be

1.3 Applicable law

The use of cookies is controlled by:

- The **General Data Protection Regulation (GDPR)** – (EU) 2016/679;
- The **ePrivacy Directive** – Directive 2002/58/EC (as amended by Directive 2009/136/EC);
- The **Belgian Electronic Communications Act** of 13 June 2005 (Article 129);
- The **Belgian Act of 30 July 2018** on the protection of personal data.

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2. WHAT ARE COOKIES?

2.1 Definition

Cookies are small text files that are placed on your device (computer, tablet, smartphone) by a website when you visit the website. Cookies contain information that can be read again on a subsequent visit.

2.2 Types of cookies

To installer:

Type	Description
First-party cookies	Cookies placed by AdoptAI itself (the domain you are visiting).
Third-party cookies	Cookies placed by third parties (e.g. Google, LinkedIn) through our Website.

By service life:

Type	Description
Session cookies	Transient cookies that are deleted as soon as you close your browser.
Persistent cookies	Cookies that remain on your device until they expire or until you delete them.

2.3 Similar technologies

In addition to cookies, we may also use other similar technologies, such as:

- **Pixels/web beacons**: Small invisible images that collect information about your visit;
- **Local storage**: Data storage in your browser that works similarly to cookies;
- **Fingerprinting**: Techniques to identify your device based on technical characteristics (we **do not** use this).

When we talk about "cookies" in this Cookie Policy, we also mean these similar technologies.

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3. WHY DO WE USE COOKIES?

We use cookies for the following purposes:

Purpose	Explanation
Operation of the Website	To allow the Website to function correctly and provide a secure environment.
Remembering preferences	To remember your settings and preferences (e.g., language, cookie choices).
Analysis and improvement	To understand how visitors use the Website so that we can improve it.
Marketing and advertising	To show relevant advertisements and measure the effectiveness of marketing campaigns.
Social Media	To enable interaction with social media platforms (e.g., content sharing).

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4. CATEGORIES OF COOKIES

We distinguish the following categories of cookies based on their function:

4.1 Strictly necessary cookies

Purpose: These cookies are essential for the operation of the Website. Without these cookies, certain functions cannot be offered.

Consent required: **No** – These cookies are necessary and are always placed.

Examples:

- Session management and authentication
- Security cookies
- Remembering your cookie preferences
- Shopping cart functionality (if applicable)

4.2 Functional cookies

Purpose: These cookies remember your choices and preferences to provide an enhanced, personalized experience.

Permission required: **Yes**

Examples:

- Language preference
- Region/location settings
- Remembering login details (if you choose this)
- Previously completed form data

4.3 Analytical/statistical cookies

Purpose: These cookies collect information about how visitors use the Website. The data is used to improve the Website and optimize the user experience.

Permission required: **Yes**

Examples:

- Number of visitors
- Most visited pages
- Time spent on the Website
- Origin of visitors (referring websites)
- Error messages

4.4 Marketing-/trackingcookies

Purpose: These cookies are used to track visitors across websites, to show advertisements that are relevant to the individual user, and to measure the effectiveness of advertising campaigns.

Permission required: **Yes**

Examples:

- Retargeting-advertenties
- Ad performance measurement
- Profiling based on surfing behaviour

4.5 Social media cookies

Purpose: These cookies are set by social media platforms to enable you to share content and to track your interaction with social media.

Permission required: **Yes**

Examples:

- Deelknoppen (LinkedIn, Facebook, Twitter)
- Embedded content van sociale media
- Social Media Login

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5. WHAT COOKIES DO WE USE?

Below is a detailed overview of the cookies used on our Website:

5.1 Strictly necessary cookies

Cookie name	Provider	Purpose	Retention period	Type
`PHPSESSID` of `session_id`	adoptai.be	Session management – ensures that the Website functions correctly during your visit	Session	First-party
`cookie_consent`	adoptai.be	Remembers your cookie preferences	12 months	First-party
`csrf_token`	adoptai.be	Security – protects against cross-site request forgery attacks	Session	First-party
`__cf_bm`	Cloudflare	Security – Bot detection and DDoS protection	30 minutes	Third-party

5.2 Functional cookies

Cookie name	Provider	Purpose	Retention period	Type
`lang` of `locale`	adoptai.be	Remembers your language preference	12 months	First-party
`timezone`	adoptai.be	Remembers your time zone for correct display	12 months	First-party
`remember_me`	adoptai.be	Remembers your login details if you tick "remember me"	30 days	First-party

5.3 Analytical cookies

Cookie name	Provider	Purpose	Retention period	Type
`_ga`	Google Analytics	Distinguishes unique visitors	2 years	Third-party
`_ga_[ID]`	Google Analytics	Stores session state	2 years	Third-party
`_gid`	Google Analytics	Distinguishes unique visitors	24 hours	Third-party
`_gat`	Google Analytics	Limits the number of requests (rate limiting)	1 minute	Third-party
`_gac_[ID]`	Google Analytics	Contains campaign information	90 days	Third-party

Google Analytics configuration:

- We have entered into a processing agreement with Google;
- IP addresses are anonymized (IP masking enabled);
- Data is not shared with Google for advertising purposes;
- The "User-ID" function is disabled;
- Retention period is set to 14 months.

5.4 Marketing-/trackingcookies

Cookie name	Provider	Purpose	Retention period	Type
`_gcl_au`	Google Ads	Conversion tracking – measures the effectiveness of ads	90 days	Third-party

Cookie name	Provider	Purpose	Retention period	Type
IDE	Google DoubleClick	Retargeting – shows relevant ads on other websites	13 months	Third-party
li_sugr	LinkedIn	Identification outside the EU for advertising	90 days	Third-party
bcookie	LinkedIn	Browser identification for security and analytics	2 years	Third-party
LIDC	LinkedIn	Routering en loadbalancing	24 hours	Third-party
UserMatchHistory	LinkedIn	Ad ID Sync	30 days	Third-party
AnalyticsSyncHistory	LinkedIn	Storage of synchronization information	30 days	Third-party
li_fat_id	LinkedIn	Conversion tracking	30 days	Third-party
_fbp	Facebook/Meta	Identification for advertising purposes	90 days	Third-party
it	Facebook/Meta	Retargeting-advertenties	90 days	Third-party

5.5 Social media cookies

Cookie name	Provider	Purpose	Retention period	Type
liap	LinkedIn	Authentication via LinkedIn	90 days	Third-party
li_oatml	LinkedIn	LinkedIn member identification	30 days	Third-party
NID	Google	Preferences and other information (YouTube embeds)	6 months	Third-party
VISITOR_INFO1_LIVE	YouTube	Estimate bandwidth for embedded videos	6 months	Third-party
YSC	YouTube	Tracks metrics of embedded videos	Session	Third-party

6. HOW DO WE ASK FOR YOUR CONSENT?

6.1 Cookiebanner

When you first visit our Website, a cookie banner will appear that allows you to indicate your preferences. You can choose from:

- **Accept all cookies**: All categories of cookies are placed.
- **Only necessary cookies**: Only strictly necessary cookies are placed.
- **Adjust preferences**: You can indicate which cookies you accept per category.

6.2 No cookie wall

We do not make access to our Website conditional on accepting non-necessary cookies. You can also use the Website if you accept only necessary cookies, although certain functions may be limited.

6.3 Prior Consent

Non-necessary cookies are only placed after you have given your consent. This means:

- Only strictly necessary cookies are placed on your first visit;
- Analytical, functional, marketing and social media cookies are only placed after your explicit consent;
- Third-party scripts are blocked until you give permission.

6.4 Informed consent

We will inform you via the cookie banner and this Cookie Policy about:

- Which cookies are used;
- For what purposes;
- By which parties;
- How long they are stored.

6.5 Free consent

Your consent is completely free:

- You can refuse cookies without negatively affecting basic functionality;
- Your choice will be respected;
- You can change your choice at any time.

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7. HOW CAN YOU MANAGE YOUR COOKIE PREFERENCES?

7.1 Via our cookiebanner

You can change your cookie preferences at any time by:

- Clicking on the cookie link in the footer of our Website;
- Re-open the cookie banner via the settings;
- Contact us.

[Insert link to cookie settings on Website]

7.2 Through your browser settings

You can also manage cookies through your web browser settings. Most browsers offer the possibility to:

- Block all cookies;
- Only block third-party cookies;
- Delete cookies when you close the browser;
- Block or allow cookies from specific websites;
- Receive a notification when a cookie is placed.

Below are instructions for the most commonly used browsers:

Browser	Instructions
Google Chrome	Privacy and security settings > > Cookies and other site data https://support.google.com/chrome/answer/95647
Mozilla Firefox	Privacy & Security > Settings > Cookies and Site Data https://support.mozilla.org/nl/kb/cookies-verwijderen
Apple Safari	Preferences > Privacy > Cookies and website data https://support.apple.com/nl-be/guide/safari/sfri11471
Microsoft Edge	Settings > Cookies and site permissions > Cookies and site data https://support.microsoft.com/nl-nl/microsoft-edge
Opera	Settings > Advanced > Privacy and security > Cookies https://help.opera.com/en/latest/web-preferences/#cookies

Please note: Blocking all cookies may limit the functionality of our Website and other websites.

7.3 Through third-party opt-out tools

For third-party cookies, you can also use their specific opt-out options:

Service	Opt-out link
Google Analytics	https://tools.google.com/dlpage/gaoptout
Google Ads	https://adssettings.google.com
LinkedIn	https://www.linkedin.com/psettings/advertising
Facebook/Meta	https://www.facebook.com/settings?tab=ads
Your Online Choices (EU)	https://www.youronlinechoices.eu
Network Advertising Initiative	https://optout.networkadvertising.org
Digital Advertising Alliance	https://optout.aboutads.info

7.4 Do Not Track (DNT)

Some browsers offer a "Do Not Track" (DNT) feature that sends a signal to websites to refuse tracking. There is currently no uniform standard for how websites should respond to DNT signals.

Our Website respects DNT signals: if your browser sends a DNT signal, we do not place tracking or marketing cookies.

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8. THIRD-PARTY COOKIES

8.1 General

Some cookies on our Website are placed by third parties. AdoptAI does not have full control over these cookies. We encourage you to review the privacy statements and cookie policies of these third parties.

8.2 Third Party Overview

Third party	Purpose	Privacy Statement
Google (Analytics, Ads, YouTube)	Analyse, advertenties, embedded video's	https://policies.google.com/privacy
LinkedIn	Advertising, analytics, social media	https://www.linkedin.com/legal/privacy-policy
Facebook/Meta	Advertising, social media	https://www.facebook.com/privacy/policy
Cloudflare	Security, performance	https://www.cloudflare.com/privacypolicy
LegalFly	Platform integration (if applicable)	https://www.legalfly.com/privacy

8.3 Embedded content

Our Website may contain embedded content from third parties (e.g. YouTube videos, LinkedIn posts, presentations). This embedded content may set cookies. By clicking on or viewing embedded content, you agree to the terms and conditions of the relevant third party.

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9. CONSEQUENCES OF REFUSING COOKIES

9.1 Strictly necessary cookies

These cookies cannot be refused. Without these cookies, the Website will not function properly.

9.2 Functional cookies

If you refuse functional cookies:

- Your preferences (language, settings) are not remembered;
- You will have to set your preferences again every time you visit;
- Certain personalized features may not be available.

9.3 Analytical cookies

India and analytical cookies refuse:

- We cannot measure your visit;
- Don't miss out on functionality;
- You do not contribute to the improvement of our Website.

9.4 Marketing-/trackingcookies

India and marketing cookies:

- You may still see ads, but they are not personalized;
- We cannot measure the effectiveness of our campaigns;
- Do not miss any functionality on our Website.

9.5 Social media cookies

Indian u social media cookies weigert:

- Share buttons may not work;
- Embedded social media content cannot be displayed;
- You cannot log in via social media accounts.

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10. DATA PROCESSING AND SECURITY

10.1 Personal data via cookies

Some cookies collect personal data, such as:

- IP address (may be partially anonymized);
- Unique identifiers;
- Browsing habits and preferences.

The processing of this personal data is governed by our Privacy Statement.

10.2 Legal bases

Category of cookies	Legal basis (GDPR)
Strictly necessary	Article 6.1.f – Legitimate interest (operation of the website)

Category of cookies	Legal basis (GDPR)
Functional	Article 6.1.a – Consent
Analytical	Article 6.1.a – Consent
Marketing	Article 6.1.a – Consent
Social Media	Article 6.1.a – Consent

10.3 Security

We take appropriate technical and organizational measures to protect the data collected through cookies, including:

- Encrypted connections (HTTPS/SSL);
- Limited access to data;
- Contractual arrangements with third parties.

10.4 International transfers

Some third parties (such as Google and Meta) may process data outside the European Economic Area (EEA). In that case, we or they provide appropriate safeguards, such as:

- Adequacy decisions;
- EU-VS Data Privacy Framework;
- Standard Contractual Clauses (SCC).

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11. YOUR RIGHTS

11.1 General

Insofar as cookies process personal data, you have the rights under the GDPR:

- **Right to information**: You have the right to clear information (this Cookie Policy).
- **Right of access**: You can request what data is collected about you via cookies.
- **Right to rectification**: You can have incorrect data corrected.
- **Right to erasure**: You can request the deletion of data collected through cookies.
- **Right to object:** You can object to processing based on legitimate interest.
- **Right to withdraw consent**: You may withdraw your cookie consent at any time.

11.2 How to exercise rights?

You can exercise your rights by:

- Change your cookie preferences via the cookie banner;
- Delete cookies through your browser settings;
- Contact us via info@adoptai.be.

11.3 Filing a complaint

If you have a complaint about our use of cookies, you can:

1. **Contact us**: info@adoptai.be
2. **To file a complaint with the Data Protection Authority (DPA):**
    - Drukpersstraat 35, 1000 Brussel
    - Phone: +32 (0)2 274 48 00
    - E-mail: contact@apd-gba.be
    - Website: www.gegevensbeschermingsautoriteit.be

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12. CHANGES TO THIS COOKIE POLICY

12.1 Updates

We may change this Cookie Policy from time to time, for example in the event of:

- Changes to the cookies we use;
- New features on the Website;
- Changes in legislation.

12.2 Notice

In the event of material changes:

- We will update the "Last Updated" date at the top of this Cookie Policy;
- Informeren wij u via de Website of cookiebanner;
- If necessary, we will ask for your permission again.

12.3 Consultation

We recommend that you consult this Cookie Policy regularly.

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13. CONTACT

Do you have any questions about this Cookie Policy or about the use of cookies on our Website?

AdoptAI
Dr. Willem Meersstraat 19, B-3730 Bilzen-Hoeselt

E-mail: info@adoptai.be
Website: www.adoptai.be

APPENDIX: COOKIE TABLE SUMMARY

Categories	Permission required	Examples	Retention period
Strictly necessary	No	Session, security, cookie preferences	Session – 12 months
Functional	Yes	Language, time zone, remember me	Up to 12 months
Analytical	Yes	Google Analytics (_ga, _gid)	24 hours – 2 years
Marketing	Yes	Google Ads, LinkedIn, Facebook	30 days – 13 months
Social Media	Yes	LinkedIn, YouTube, Facebook	Session – 2 years

This Cookie Policy was last updated on 01-01-2026.