

Cookie statement (MediaLab.app)

This Cookie Statement provides information about the cookies that MediaLab Online b.v. (also referred to as: MediaLab or “we” and “us”) uses on the application <https://www.medialab.app> (hereinafter: the Platform) and for which purpose these cookies are used.

What are cookies?

Cookies are little pieces of (textual) information we send to your browser that are stored on the hard drive or memory of your computer, tablet or mobile phone (from now on: "Device"). The cookies placed on your device cannot cause damage to your saved files.

Which Cookies does MediaLab use?

Functional cookies

MediaLab uses functional cookies. These cookies are necessary to deliver the services and functionalities that you expect from our Platform. Functional cookies store information about your login activity so that your information may be saved the next time you visit our website.

Analytics cookies

MediaLab uses analytics services to collect statistics about the use and performance of the Platform. The analytics service analyzes this information and sends the results back to MediaLab. Using this information, MediaLab gains insight into how its users interact with the Platform. MediaLab can make changes to the Platform and its services if necessary. MediaLab may provide this information to third parties if legally required. MediaLab uses the following analytics service: Matomo (self-hosted).

We have set up our analytics services with your privacy in mind. We have taken the following measures to ensure your privacy and the safety of your data:

- a. We host our own analytics service instead of using an analytics service provider.
- b. We have configured our analytics service to anonymize visitor information.
- c. We have configured our analytics service to periodically remove data in correspondence with our Privacy Policy.



d. You can opt out of our analytics service through our Cookie Banner.

Social Media Plug-ins

The Platform provides the option to access to various social media sites, such as Facebook, Twitter, LinkedIn, Instagram and Pinterest. With the help of these social media plugins, you can share and recommend information on the website with others. Third parties (the social media sites) may place cookies on your Device. These may be cookies that aim to optimize your user experience, but you may also place tracking cookies that are used to track your surfing behavior across multiple websites and build up a profile of your surfing behavior.

Deleting cookies

You can always withdraw the consent you have given to MediaLab to place cookies by setting your browser so that it does not accept cookies or by removing all cookies already placed in your browser. Use the help function of your browser to see how you can delete the cookies.

Please keep in mind that the removal of cookies may result in certain parts of the Platform not working or working properly.

Refusing and removing cookies only affects the computer and browser on which you perform this operation. If you use multiple computers or browsers, you must repeat the operation(s) mentioned above for each computer or browser.

Privacy Statement

It is possible that the information collected using a cookie contains personal data. If that is the case, the Privacy Statement of MediaLab also applies to the processing of this personal data. You can find the Privacy Statement at <https://www.medialab.co/legal>.

Changes or updates

This Cookie Statement is subject to change. We shall communicate any changes to this Cookie Statement via the Website.

Questions

If you have any questions regarding this Cookie Statement, please send an email to support@medialab.co.

