

Amsterdam Wine Academy

Cookie statement

Contents

1. Introduction	3
1.1 Necessary/functional	4
1.2 Analytical	4
1.3 Marketing/tracking	5
1.4 Other	5

1. Introduction

This is the cookie statement of Amsterdam Wine Academy. Here you will find information that relates to the cookies that Amsterdam Wine Academy (possibly) places on your devices. These can be devices such as computers, smartphones, tablets and laptops.

Amsterdam Wine Academy uses cookies to offer you as a visitor an optimal service and user experience. Amsterdam Wine Academy will request permission for the use of certain cookies via the cookie banner.

What are cookies?

Cookies are small text files that are placed on a PC, mobile phone or tablet by an internet page. These text files collect certain data. The data collected by a cookie differs per type of cookie. This may be data relating to the operation of the website, or data that may form a 'profile' of visitors for analysis purposes.

There are three different types of cookies that all have their own function. This concerns analytical cookies, necessary/functional cookies and marketing cookies. All cookies that do not specifically fall under these headings are collectively defined as 'other cookies'.

Below we offer you an overview of the cookies placed by Amsterdam Wine Academy. All cookies are categorized according to the function. These cookies are displayed with the terms used by the cookies themselves.

1.1 Necessary/functional

Necessary and functional cookies are used to make certain functions of the website work properly. Consider, for example, the pop-up for the cookie banner. Below you can see an overview of the necessary and functional cookies that Amsterdam Wine Academy places. The storage period is also displayed.

Cookie	Purpose	Storage period
Elementor	This cookie is used in conjunction with the Wordpress theme of the website. This allows the website owner to make adjustments to the website without delay.	Persistent
Wc_fragments_#	Unclassified.	Persistent
Wc_cart_hash_#	Used to preserve the contents of the shopping cart.	Session
Cookieconsent_status	Used to determine whether consent has been given for the placement of cookies.	1 year
Rc::a	This cookie is used to distinguish between human users and bots.	Persistent
Rc::c	This cookie is used to distinguish between human users and bots.	Session

1.2 Analytical

Analytical cookies keep track of visitor usage on the website. This data is only intended to map out how the Amsterdam Wine Academy website functions, and where improvements are possible. By using analytical cookies, for example, it can be kept track of whether a page of the website loads correctly.

Below you will find an overview of the analytical cookies on the site of Amsterdam Wine Academy and what the functions of these cookies are. The storage period is also displayed.

Cookie	Purpose	Storage period
_Go	Creates a unique ID for the visitor to see how the visitor uses the site.	2 years
_hole	Used by Google Analytics to limit the number of access requests to doubleclick.net. This cookie works as a statistical function in connection with marketing cookies.	1 day
_gid	Creates a unique ID for the visitor to see how the visitor uses the site.	1 day

With regard to the use of Google Analytics, we would like to touch on a number of points. First of all, we apply Google Analytics in a privacy-friendly way. This means that we have arranged the following matters:

- We have concluded a processing agreement with Google;
- The sharing of data with third parties is at all times anonymized within Google Analytics;

- We do not use other Google services via Google Analytics cookies.

The information is collected and then transported to Google LLC in the United States of America (and stored there on Google servers). As in this situation the personal data concerned is transferred to an organisation outside the EEA, we will ensure that appropriate measures are taken to ensure an adequate level of protection of your personal data in accordance with applicable data protection laws. In general, we will enter into the standard contractual clauses (as approved by the European Commission) with the recipient. For more information about the data processing in the context of Google Analytics: read [Google's](#) privacy policy, as well as the [privacy policy of Google Analytics](#).

Do you want to ensure that Google Analytics cookies are not placed on your devices when visiting our website? [Then download and install the Google Analytics Opt-out Browser Add-on.](#)

1.3 Marketing/tracking

Marketing cookies are used to show targeted advertisements to visitors of Amsterdam Wine Academy, and to pursue commercial purposes in other ways. When you search for a term that has to do with Amsterdam Wine Academy, you may see an advertisement from Amsterdam Wine Academy. This advertisement may also appear based on your internet behavior. In addition, the cookies used by social media (showing advertisements) are also displayed here.

Below you will find an overview of the marketing cookies that Amsterdam Wine Academy uses and what the functions of these cookies are. The storage period is also displayed.

Cookie	Purpose	Storage period
ads/ga-audiences	Used by Google AdWords to re-engage visitors who are likely to become customers.	Session

1.4 Other

Cookie	Purpose	Storage period
Toilet	Unclassified.	Session
PII_language	This cookie is used to recognize the user's preferred language and, if possible, to apply it to the website.	1 year

Do you have any questions about our cookie policy? Please feel free to contact us via the details below. Want to know more about our privacy method? Take a look at [our privacy statement](#).

info@amsterdamwineacademy.com

Gerard Doustraat 16H | 1072VP | Amsterdam

Chamber of Commerce No. 81143257

Our contact person for all matters concerning privacy, Fransje van Santen, can also be reached via info@amsterdamwineacademy.com

Last update: 2023