Cookies policy

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This statement is structured as follows:

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1. Introduction

1. Our Website uses cookies and similar technologies to distinguish your usage preferences from those of other users of our Website. This helps us to provide you with a better user experience when you visit our Website and also allows us to optimize our Website.

   However, cookies and similar technologies do not allow the systematic collection of data that could identify users of our Website. They help us improve the operation of our Website, better respond to the interests of our users, and measure how effective the content of our Website is.

2. We are required by law to ask your consent to the use or storage of cookies and similar technologies on your computers or mobile devices. This section on cookies gives you clear and complete information about the cookies we use and their purpose.

3. For further information about this Cookie Policy, please contact us at support@immo-connect.be.

2. What is a cookie

2.1. The term 'cookie'

4. A cookie is a small text and number file that we store in your browser or on your computer's hard drive. This allows us to remember your preferences when using our Website.

   Unless you have adjusted your browser settings so that it will refuse cookies, our system will set cookies as soon as you visit our Website.

2.2. Types of cookies

5. Cookies can be subdivided according to their origin, their function and their lifespan.

   First-Party cookies: First-party cookies are set by the website visited by the user.

   Third-Party cookies: Third-party cookies are set by domains that are not directly visited by the user. This happens when publishers add third-party elements (like chatbot, social plugins, or ads) on their website. Once installed, third-party cookies also track users and save their information for ad targeting and behavioral advertising.

   Functional cookies: Functional cookies are cookies that ensure that the Website functions properly (e.g. log-in or registration cookies, language preferences). Functional cookies are first-party cookies.

   Non-functional cookies: Non-functional cookies are cookies that can be placed for statistical, social, targeting and commercial purposes. They have nothing to do with the purely technical support of the Website. Statistical cookies collect information about the use of a website. Cookies with social purposes allow the user to share the content of the visited Website directly with others via social media. Targeting cookies are set by the advertising partners of the owner of the website. They may be used by those companies to build a profile of your interests and show you relevant ads on other sites. They work by uniquely identifying your browser and

device. Cookies for commercial purposes keep track of how many and which advertisements were shown to a user. Non-functional cookies may be your own cookies or third party cookies.

Persistent cookies: These cookies remain on the user's device for the duration defined in the cookie and therefore also after you close your browser. They are activated each time the user visits the website that placed this cookie (e.g. cookies placed by social media such as Twitter, Facebook, Google Analytics, etc.). Most non-functional cookies are permanent cookies.

Session cookies: These cookies allow us to simplify and link a user's actions during a browser session. A browser session starts when a user opens the browser screen and ends when they close the browser screen. Session cookies are placed temporarily. As soon as you close the browser, all session cookies are deleted. Most functional cookies are session cookies.

3. Which cookies do we use on our website?

3.1. Functional cookies

6.   We use cookies to make the functioning of our website easier and more pleasant for the visitor and to ensure that the visitor gets a more personalized surfing experience.

These are cookies that remember your country and language preferences and your customer segment. It is also a cookie that remembers the status of your shopping cart during an order, as well as the cookie that keeps track of whether you have already been asked to take part in a survey so that we do not keep sending you the same survey.

3.2. Performance / Analytical cookies

7.   We use performance cookies to collect information about visitors' use of our website in order to improve the content of our website, to adapt it more to the needs of visitors and to increase the user-friendliness of our website.

For example, there is a cookie that helps us count the number of unique visitors and a cookie that keeps track of which pages are the most popular. For analyses of the use of our website we also use Adobe Analytics, Google Analytics, Hotjar, Application Insights and ARRAffinity who also use cookies for this purpose.

4. Your consent

8.   By using our Website, you accept the use of cookies. In order to be able to use our Website optimally, you must accept these cookies. You can do this through your browser settings; or by explicitly accepting our "Privacy and Cookie Policy" when you register; or by continuing to browse the Website after you have seen a "cookie warning" on the homepage when you first visit the Website.

You can block cookies by activating the setting on your browser which allows you to refuse the placing of cookies. However, if you use your browser settings to block those cookies, you may not be able to access (certain parts of) our Website. Please read this cookie policy carefully for more information.

9.	If you wish to withdraw your consent (you can do so at any time), you can delete your cookies using your browser settings.

Please note that web browsers allow you to change your cookie settings. These settings can usually be found in the 'Options' or 'Preferences' menu of your web browser. To better understand these settings, the following links may be useful. If not, consult the 'Help' function in your web browser for more details.

- Cookie settings in Internet Explorer

- Cookie settings in Firefox

- Cookie settings in Chrome

- Cookie settings in Safari

10.	Cookies are active for a maximum of 12 months. Under no circumstances can they link you as an individual to a surname and/or first name.