



Cookie policy

Verstegen Spices & Sauces

November 2019

Verstegen adds that extra something.

We use different types of cookies for our website. It is important to us that you have control over your online privacy. For this reason, we are transparent about which cookies we use for what.

What are cookies?

Cookies are small files installed by a website when you visit the website. These cookies store information about your website visit. For example, cookies allow a website to recognise you on your next visit. This is useful if you do not want to keep logging in repeatedly.

What cookies do we use?

- Functional cookies. We always install these and they are necessary for the website to function properly. These cookies have little impact on your privacy and are used anonymously. This enables us to perform our online services well.
- Non-functional cookies. We also place several non-functional cookies once you have given your consent to the installation of cookies. These all have different purposes and allow us to improve our services.
- Analytical cookies. As with non-functional cookies, you agree to this. We use analytical cookies to measure website visits: for example, how often our site is visited and what information visitors are looking for. This way, we know which parts of the site are popular and how we can improve our website. The statistics we collect cannot be traced back to individuals.
- We use analytical cookies to collect, among other things, the following data:
 - The number of visitors to our website;
 - How long a visitor has been on our website;

What visitors are looking for;

- Information about your browser and the device you use to visit our website, such as the operating system and screen size;
- How you ended up on our website (e.g. because you clicked on one of our advertisements);
- Products you have bought or added to the shopping cart in our webshop;
- The speed of our website to measure how your browser performs. This information allows us to detect and resolve potential problems with the performance of our website in a timely manner.

Google Analytics

We use Google Analytics to track how users use the website and how effective our Google Ads on Google search result pages are. The information obtained, including your IP address, is transmitted to and stored by Google on servers in the United States. If no explicit permission has been obtained for the use of Google Analytics, we will have Google anonymise the IP addresses. The information we obtain via Google Analytics cookies expires after 14 months. Read the [Google privacy policy](#) for more information on data processing.





Google uses this information to keep track of how our website is used, to provide reports on the website to Verstegen Spices & Sauces and to provide its advertisers with information about the effectiveness of their campaigns. Google may provide this information to third parties if Google is legally obliged to do so, or to the extent that these third parties process the information on behalf of Google; we have no influence on this. We have concluded a processing agreement with Google that contains strict agreements about what they are allowed to keep. Verstegen Spices & Sauces has not permitted Google to use the collected analytics data for other Google services.

Social media share buttons

The site may include share buttons to share pages on social media platforms such as Facebook and Instagram. These buttons are pieces of code from the social media itself and use a cookie. The cookie remembers that a visitor is logged in, so they do not have to log back in to Facebook or Instagram when they want to share something.

To see what they do with personal data they receive with this code, you can read the privacy statement of [Facebook](#) and [Instagram](#).