

Cookie Statement Amsterdam in Motion

This cookie statement explains how **Amsterdam in Motion** uses cookies and similar technologies on <http://www.amsterdaminmotion.nl>. Amsterdam Expo Foundation, located at Pazzanistraat 19-23 and registered under KVK number 95176497 is responsible for this website.

By using our website, you consent to the placing and reading of cookies as described in this statement. You can change your preferences at any time via your browser settings or via the cookie settings on our website.

1. What are cookies?

Cookies are small text files that are placed on your device during your visit to a website. They are used to analyse your visit, remember your settings or better tailor content to your preferences. There are different types of cookies, each with their own purpose.

2. What types of cookies do we use?

A. Functional cookies

These cookies are necessary for the website to function properly. For instance, they make sure you can log in, preferences are remembered or forms are sent correctly. No permission is required for these cookies.

B. Analytical cookies

We use analytical cookies to measure and improve the use of the website. We use tools such as Google Analytics to collect anonymous statistics about visitor behaviour. This data helps us to improve the structure, navigation and content of the website.

Whenever possible, we anonymise this data (e.g. by masking the last part of the IP address). If we use tracking functions that can lead to identification, we first seek explicit consent.

C. Tracking and marketing cookies

With your permission, we may set cookies to show you relevant ads on other websites based on your behaviour on our site. These cookies are often placed by external parties such as advertising networks or social media platforms (e.g. Meta, TikTok or Google).

You can refuse these cookies without affecting the functioning of the rest of the website.

D. Third-party embedded content

Sometimes we use embedded content from third parties, such as YouTube videos or maps from Google Maps. These platforms may themselves place cookies on your device as soon as you view their content on our site. We have no control over the cookie policies of these third parties. We recommend consulting their statements.

3. Adjusting cookie settings

When you visit our website for the first time, you will receive a message allowing you to set your cookie preferences. You can change these settings at any time via a link at the bottom of the website or via your browser settings.

Popular browsers also offer the option of blocking cookies completely or automatically deleting them when you close the browser. Please note that some functionalities of the website will then not work (optimally).

4. Storage periods

How long cookies are stored differs per cookie type. Session cookies are deleted immediately after your visit, permanent cookies may remain on your device for longer. You can delete them manually at any time via your browser settings.

5. Changes to this cookie statement

We may amend this cookie statement if our use of cookies changes or if legislation requires it. The most up-to-date version can always be found at www.amsterdaminmotion.nl.

6. Contact

For questions about this cookie statement or our handling of your data, please contact:

Stichting Amsterdam Expo

Pazzanistraat 19-23

info@amsterdaminmotion.nl

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