

THE COOKIE POLICY

of the private limited company Kinema

The private limited company Kinema (hereinafter referred to as 'we' or 'us') uses cookies on its website, kinema.eu (hereinafter referred to as 'the website').

Below, we explain which cookies are used by us, why we use cookies, how this makes your use of our website more convenient, and how to delete cookies or restrict or prohibit the use thereof.

Cookies are small text files which are stored in the device of the visitor of the website and which are generally designed to ensure the proper functioning of the website and to make using the website more convenient for you.

We may use the following third party cookies:

The cookies of **Google** enable us to display targeted advertising to you and to measure the efficiency of such advertising.

The cookies of **Google Analytics** are used by us to analyse the traffic on the website to find out whether the visitors are new or returning, which subpages of the website are visited, how much time is spent on the website, and where the visitors of our website come from. This information is important to us to better understand the behaviour of the visitors of the website and to improve the user experience of the visitors of the website.

MailChimp is used to analyse the efficiency of the newsletters and other marketing messages sent by us. It is mainly used to analyse whether or not the newsletter sent by us has been opened and whether the links included in the newsletter have been clicked on. This information is required by us to analyse the efficiency of the newsletters sent.

SharpSpring enables to analyse the online behaviour of our customers, as well as the efficiency of the newsletters and other messages sent to the customers. The cookies of SharpSpring allow to analyse whether or not the newsletter sent by us has been opened and whether the links included in the newsletter have been clicked on. This information is important for us to better understand the behaviour of our customers and thereby sending more relevant information to the customers.

As a visitor of our website, you can prohibit or restrict the saving of cookies on your device based on your preferences. You can also delete all cookies that have already been saved on your device. In order to do this, you must change the privacy settings of your browser. However, if you prohibit or reject saving cookies, all functionalities of the website may not be functional.

In the case of any questions or objections concerning the use of cookies, please e-mail info@kinema.eu.