

# An introduction to cookies

## Adhese & cookies

For user privacy concerning cookies, see [User privacy GDPR](#). More on the privacy policy of Adhese is available on [our website](#).

### What are cookies?

Cookies are small text files that can be stored on your computer or other device when visiting websites. This text file stores information, such as your language preference for a website. When you revisit the website later, this cookie is sent back to the website. This way, the website recognizes your browser and can, for example, remember your language preference.

There are **different types of cookies**, depending on their purpose, origin and/or duration.

Depending on their duration, cookies typically have an expiration date. Some cookies are automatically deleted when you close your browser (so-called “**session cookies**”), while others remain on your computer for longer periods, sometimes until you manually delete them (so-called “**permanent cookies**”).

Depending on their origin, cookies can be placed directly by the owner of the website (for the Website: this is: Doggybites BV) you are visiting. In that case, they are called “**first-party cookies**”. If cookies are placed by a third party that is not the owner of the website you are visiting, they are called “**third-party cookies**”.

Depending on their purpose, there are **necessary functional cookies**, **necessary technical cookies** and **analytical cookies**. Necessary cookies are essential for you to use the Website or for Us to be able to provide Our services. They are stored on your device without your consent as necessary cookies are based on Our legitimate interests. Analytical cookies are used in order to track your online activity and to help advertisers to deliver more personalized advertising. These cookies may share this information with third parties (e.g. advertising companies). We will only store such type of cookies on your device if you give Us your consent.

# Why does Adhese set cookies?

Adhese uses a single cookie, called `adhese2`, for data analysis and frequency capping. The `adhese2` cookie contains a unique value to identify a previous visitor but does not collect any personally identifiable information. This cookie enables publishers to keep track of, for example, the number of unique visitors and the number of times a specific ad has been served to a particular visitor.

In addition, Adhese uses cookies for behavioural targeting. For example, if you want to target visitors who have expressed an interest in sports, you can place a sports cookie on the browser of your visitor.

For a complete list of Adhese cookies, see [Cookies](#).

## How does Adhese set cookies?

The Adhese Ad Server sends a cookie to a browser when a visitor opens a web page of a publisher for the first time. More specifically, Adhese sends the `adhese2` cookie when it receives the first initial request from the browser.

## Identification of unique visitors / contacts

Remember that the unique identification of visitors and the storage of personal and other data are subject to national, European and international legislation. It is the exclusive responsibility of the publisher to comply with the law and adequately inform the user of his rights. Adhese can help and advise publishers here. More on user privacy is available in [the GDPR section](#).

Identification of unique user is only reliable through login ID's. Other forms of identifying unique users are legally significantly more difficult since the GDPR.

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