

# Cookie statement

# Happiness Group



## Who are we?

This is the Cookie statement of

- **Happiness Brussels BV**, with company number 0876.054.114, and registered office at Steenkaai 42, B-1800 Vilvoorde, Belgium, RPR Brussels (Dutch chambers).
- **Happiness Europe NV**, with company number 0895.031.767 and registered office at Steenkaai 42, B-1800 Vilvoorde, Belgium, RPR Brussels (Dutch chambers).
- **Happiness Amsterdam BV**, with company number NL865279743B01, and registered office at Haarlemmerweg 319C, 1051LG Amsterdam, The Netherlands
- **Happiness Vi Na Company Limited**, with VAT number 0313073366 and registered office at 180 Street number 40, 700000 Ho Chi Minh City, Vietnam
- **SAS Happiness Paris**, with VAT number FR34917546061 and registered office at Avenue de l'opera 14, 75001 Paris, France

(hereafter: "Happiness", "we" or "us").

In the current document, we describe how we use cookies on our website, how long we use them and how you can manage your preferences.

If you have any questions or remarks on how we use cookies, please contact us at: [privacy@happiness-anywhere.com](mailto:privacy@happiness-anywhere.com).

## General information about cookies

Cookies are small text files that are stored on your computer by the websites you visit. They contain session data related to your use of a website, which can be used by the website concerned for various purposes, e.g. to make your website visit more efficient or to measure activity on the website.

We make a distinction between essential cookies and non essential cookies.

Essential cookies are cookies that we need for the proper operation of our website. Essential cookies may for example save your language preferences through our different webpages, or allow you to complete a communication form and send your request or remark to us.

For the use of non essential cookies, we will ask your permission, by means of our Cookie Banner that will pop-up when you first visit our website. You may withdraw your consent for the future, by changing your cookie preferences in the footer.

We may update this cookie statement from time to time. If the changes impact cookies for which you have already provided your consent, or if we add additional cookies, you will be redirected through our cookie banner.

## Cookies we use

The cookies we use are the following:

Name cookie	Function of the cookie - information collected	Storage term	Shared with third parties? (No / Yes + information)
GDPRCookie	Cookie used to determine what type of cookies can be used, depending on the ePrivacy level set by the user	1 year	No
__gid	Registers a unique ID that is used to generate statistical data about how the visitor uses the website	24 hours	Yes --> Google
__ga	Registers a unique ID that is used to generate statistical data about how the visitor uses the website.	2 years	Yes --> Google

__gat_UA__	This cookie is associated with Google Universal Analytics and is used to throttle the request rate - limiting the collection of data on high traffic sites.	Expires at the end of the browser session	Yes --> Google
__hjid	Hotjar cookie that is set when the customer first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.	1 year	Yes --> Hotjar

## Additional information

### Information about Google analytics

This analytical tool installs cookies that we use in order to quantify the visits (traffic) on the website and the behavior of the users on our Website. This allows us to know how many times a particular page has been consulted, a video has been viewed, a button has been clicked. We use this information only to improve the content of the Website or as a basis for a new campaign by determining certain topics of great interest. You can find more information in the Google Analytics tool. To provide website visitors more choice on how their data is collected by Google Analytics, Google has developed an Opt-out Browser add-on, which is available by visiting Google Analytics Opt-out Browser Add-on, to enable you to opt-out of Google's programs.

### Youtube video player

Our Youtube videos have privacy-enhanced mode enabled: therefore YouTube won't store information about you, unless you play the video, according to the Google-Youtube guide.

## How to manage cookies in your browser?

The consequences of disabling cookies depend on which cookies you disable, but in general, the website may not operate properly if you take this decision. Below you will find details on how to use common types of browsers to disable cookies. Use the options in your web browser if you do not wish to receive a cookie or if you wish to set your browser to notify you when you receive a cookie. You can easily delete and manage any cookies that have been installed in the cookie folder of your browser by following the instructions provided by your particular browser manufacturer.

- Google Chrome: [link to page](#)
- Microsoft Edge: [link to page](#)
- Mozilla Firefox: [link to page](#)
- Safari (Desktop): [link to page](#)

If your browser is not listed here, consult the documentation that your particular browser manufacturer provides. You may also consult your mobile device documentation for information on how to disable cookies on your mobile device. If you disable all cookies, you may not be able to take advantage of all the features of our website.