

SINGULARITYU THE NETHERLANDS' COOKIE POLICY

This is the cookie policy of SingularityU The Netherlands [and its subsidiaries] ("**SingularityU The Netherlands**").

We want to ensure that you enjoy browsing our website. In order to enhance your experience, we place cookies onto your computer. Cookies are useful because they allow a website to recognise a user's device and to target the content displayed to the user's interests and help us to improve our website.

According to applicable law, your prior consent is required for some of the cookies used by SingularityU The Netherlands. This cookie policy sets out for which cookies this applies.

By clicking on "I agree" in the cookie banner or by continuing to use this website, you agree that below mentioned cookies are being placed when visiting this or other websites of SingularityU The Netherlands. You continue using this website (and thereby agree with placing all cookies) by clicking on any part of this website (with the exception of opening this cookie policy and/or SingularityU The Netherlands's privacy policy) or by browsing to other pages of the SingularityU The Netherlands websites. Please note that if you do not wish to accept the cookies as described in this cookie policy, you should not use and therefore leave the websites of SingularityU The Netherlands.

You can find more information about cookies at: www.allaboutcookies.org and www.youronlinechoices.eu.

Types of cookies

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. There are two broad types of cookies - 'first party cookies' and 'third party cookies':

- **First party cookies** are cookies that are served directly by the website operator to your computer, and are often used to recognise your computer when it revisits that site and to remember your preferences as you browse the site.
- **Third party cookies** are served by a service provider on behalf of the website operator, and can be used by the service provider to recognise your computer when you visit other websites. Third party cookies are most commonly used for website analytics or advertising purposes.

Use of cookies

This table explains the cookies SingularityU The Netherlands uses and why.

Cookie	Purpose	Expires after
Session	This is needed for the website to run on a Windows server, it does not collect any information about the user.	Expires when you close the browser or [x] minutes after you leave the website
Google Analytics	Google Analytics sets 4 separate cookies to help us accurately determine the number of visitors to the website and overall page usage. More info can be found here .	<ul style="list-style-type: none"> • Utma - this expires after 2 years • Utmb - expires after 1 hour • Utmc - session cookie which expires at the end of use • Utmz - expires after 6 months
Facebook Ads	A Facebook pixel is placed on our website. It helps us track conversions from Facebook ads, optimize ads based on collected data, build targeted audiences for future ads, and remarket to qualified leads—people who have already taken some kind of action on our website.	Expires when browser cache is emptied.

<p>Google AdWords</p>	<p>A service provided by Google used to show you relevant advertisements. By using this service we collect information on the basis of prior visits to our or other websites on the internet. By doing so, a pseudonymous identification number is allocated to your browser in order to control which advertisements are being shown and allocated in your browser. These cookies do not include personal related information.</p>	<p>Expires when browser cache is emptied.</p>
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Other third-party cookies

You may notice some other cookies that are not related to the SingularityU The Netherlands website whilst visiting <https://www.singularityunl.org>. SingularityU The Netherlands does not govern the publication of third-party cookies. To understand more about their cookies and privacy statements, please visit the relevant third parties' website.

Use of advertising cookies

SingularityU The Netherlands uses online advertising programs (including but not limited to Google AdWords Remarketing and Facebook Ads) to serve ads on third-party websites. These programs use cookies and other tracking technologies to measure the effectiveness of ads for their clients, and to display relevant ads tailored to you based on your visit to our Sites. For the use of these cookies, your prior consent is required. You can opt out of receiving targeted ads from many websites by using the opt-out tools available through the Digital Advertising Alliance (www.digitaladvertisingalliance.org) or the Network Advertising Initiative (www.networkadvertising.org). You can opt out of Google AdWords Remarketing by visiting Google's Ads Preferences Manager (<https://www.google.com/settings/ads>).

Use of Google Analytics

This website uses Google Analytics to gather visitors' use of our website and analyze the data to help us maintain and improve the design of our website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers.

On our behalf, Google will use this information to evaluate your use of the website, compile reports about website activities, and provide further services related to website and internet usage to us. The IP address transferred from your browser by Google Analytics will not be linked with any other data held by Google. Given the low impact of these cookies on your privacy, your prior consent for using these cookies is not required.

You can install the "[Google Analytics Opt-out Browser Add-on](#)" to prevent information about your visits to our website being sent to Google Analytics.

Changing your cookie preferences

Most web browsers allow some control over cookies through browser settings (e.g. notifications of new cookies, disabling cookies and deleting cookies). Information on disabling cookies can be found at www.allaboutcookies.org. However, please note that if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Contact us

This website is owned and operated by SingularityU The Netherlands. If you have any questions about our cookies or this cookies policy, please contact info@singularityunl.org.