

Moco Museum B.V. Cookie Statement

General

With this Cookie Statement, Moco Museum B.V. (Moco Museum) informs you how it deals with cookies on its website. As soon as you consult the website(s) of Moco Museum B.V., this Cookie Statement will apply.

What are cookies and other technology and what do we use them for?

We use cookies and other similar technology such as web beacons on our website. A cookie is a small, simple file sent with pages of our website (and/or Flash applications) and stored by your browser on your computer's, tablet's, or smartphone's hard drive. The information stored therein can be sent back to our servers for your next visit. Other cookie-like technology achieves the same goal as a cookie, only using a different method. There are different types of cookies: functional cookies, necessary cookies, analytical cookies, and marketing cookies (tracking cookies). Moco Museum uses analytical and functional cookies to make the website work better and to keep track of visitor statistics. Functional cookies can be distinguished into permanent cookies and session cookies (see below).

Moco Museum uses marketing cookies on the website if you give your consent. We do this so that we can display ads and content relevant to you and track your click and purchase behaviour. Third parties such as Facebook and LinkedIn may also use marketing cookies on our website with your consent.

We use cookies with the following functions:

Functional permanent cookies

A permanent cookie allows us to recognise you when you visit our website again. This allows the website to be set specifically to your preferences. We can also remember this through a cookie if you have given your consent for cookies to be used. This saves you having to repeat your preferences each time you visit, thus saving time and making our website more user-friendly. You can delete permanent cookies via your browser settings.

Functional session cookies

A session cookie allows us to see which parts of the website you have viewed during a given visit. Our website is adapted as much as possible to the browsing behaviour of our visitors based on aggregated data collected using these cookies. These cookies are automatically deleted as soon as you close your web browser.

Our own marketing cookies

With your consent, we use a cookie on your device, which can be retrieved whenever you visit a website from our network. This allows us to know that you have visited the relevant website(s) in our network in addition to our own. The resulting profile is not

linked to your name, address, email address etc. It only serves to match advertisements to your profile so that they are as relevant to you as possible.

Google Analytics

Through our website, a cookie is used by Google as indicated in [the manual of the Personal Data Authority](#), as part of the "Analytics" service. We use this service to track and receive reports on how visitors use the website. Google may provide this information to third parties if Google is legally required to do so, or to the extent that third parties process the information on Google's behalf. We have no influence over this. The information Google collects is made anonymous wherever possible.

Third-party cookies: Social Media

We use social media on parts of our websites, so you can like or share videos, news or promotions with your friends on social media like Facebook, Instagram and Twitter. Many of these social media use cookies to enable these features. We have no influence on the use of cookies and the processing of your data by these companies. For more information on the collection and processing of data by these social networks and your rights, you should check the privacy statements of these parties.

Cookie overview

The Cookie List below lists the parties that use cookies and other types of technology via our website, together with a description of the purpose of this technology. It also includes a link to the privacy and cookie statements of these parties. We recommend that you read these and do so regularly, as these statements may be amended.

When visiting the website, the following cookies and/or other technology may be used:

Name	Provider	Expiration	PurposeDescription
test_cookie	doubleclick.net	1 day	Used to check if the user's browser supports cookies.
CONSENT	google.com	2 years	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
__smVID	mocomsum.com	29 days	Necessary for the sign-up function on the website. This function is provided by Sumo.com.
CookieConsent	mocomsum.com	1 year	Stores the user's cookie consent state for the current domain.

	seu.m.com		
is_eu	mocomu.seu.m.com	Session	Determines whether the user is located within the EU and is subject to EU's data privacy regulations.
cid	sojern.com	1 year	This cookie is necessary for making credit card transactions on the website. The service is provided by Stripe.com which allows online transactions without storing any credit card information.
__smSessionId	sumo.com	1 day	This cookie is necessary for the log-in function on the website.
CONSENT	youtube.com	2 years	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
yt-player-bandwidth	youtube.com	Persistent	Used to determine the optimal video quality based on the visitor's device and network settings.
collect	google-analytics.com	Session	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.
__smToken	mocomu.seu.m.com	1 year	This cookie is used to determine if the visitor is logged in or not.
_dc_gtm_UA-#	mocomu.seu.m.com	1 day	Used by Google Tag Manager to control the loading of a Google Analytics script tag.
_ga	mocomu.seu.m.com	399 days	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
ga#	mocomu.seu.m.com	399 days	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.

_gid	mocom.seu.m.com	1 day	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_hjAbsoluteSessionInProgress	mocom.seu.m.com	1 day	This cookie is used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so the visitor does not get registered twice.
_hjFirstSeen	mocom.seu.m.com	1 day	This cookie is used to determine if the visitor has visited the website before, or if it is a new visitor on the website.
_hjIncludedInPageviewSample	mocom.seu.m.com	1 day	Used to detect whether the user navigation and interactions are included in the website's data analytics.
_hjIncludedInSessionSample	mocom.seu.m.com	1 day	Registers data on visitors' website behaviour. This is used for internal analysis and website optimisation.
_hjRecordingLastActivity	mocom.seu.m.com	Session	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.
hjSession#	mocom.seu.m.com	1 day	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.
hjSessionUser#	mocom.seu.m.com	1 year	Collects statistics on the visitor's visits to the website, such as the number of visits, average time spent on the website and what pages have been read.
_tt_enable_cookie	mocom.seu.m.com	1 year	Used by the social networking service, TikTok, for tracking the use of embedded services.
hjViewportId	mocom.seu.m.com	Session	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.

	seum.com		
PugT	pubmatic.com	29 days	Used to determine the number of times the cookies have been updated in the visitor's browser. Used to optimise the website's server efficiency.
yt-player-head-ers-readable	youtube.com	Persistent	Used to determine the optimal video quality based on the visitor's device and network settings.
xuid	3lift.com	Session	Presents the user with relevant content and ads. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
anj	adx.scom	3 months	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
getuid	adx.scom	Session	This cookie is used by the audience manager of the website to determine the time and frequencies of visitor data synchronisation – cookie data synchronisation is used to synchronise and gather visitor data from several websites.
setuid	adx.scom	Session	This cookie is set by the website's audience manager to determine the time and frequencies of visitor data synchronisation – cookie data synchronisation is used to synchronise and gather visitor data from several websites.
uuid2	adx.scom	3 months	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
__adroll_shared	adroll.com	1 year	Collects data on the user across websites which is used to make advertisement more relevant.
track/cm/gen-eric	adsrvr.org	Session	Presents the user with relevant content and ads. The service is provided by third-party advertisement hubs, which facilitate real-time bidding for advertisers.
c	bidswitch.net	1 year	Regulates synchronisation of user identification and the exchange of user data between various ad services.
sync	bidswitch.net	Session	Collects data on user behaviour and interaction in order to optimise the website and make advertisement on the website more relevant.
tuuid	bidswitch.net	1 year	Registers whether or not the user has consented to the use of cookies.

tuuid_lu	bids.witch.net	1 year	Contains a unique visitor ID, which allows Bidswitch.com to track the visitor across multiple websites. This allows Bidswitch to optimise advertisement relevance and ensure that the visitor does not see the same ads multiple times.
ul_cb/sync	bids.witch.net	Session	Collects information on user behaviour on multiple websites. This information is used in order to optimise the relevance of advertisement on the website.
MUID	bing.com	1 year	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.
CMID	casalme.com	1 year	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
CMPRO	casalme.com	3 months	Collects data on visitor behaviour from multiple websites, in order to show more relevant advertisement. This also allows the website to limit the number of times that they are shown the same advertisement.
CMPS	casalme.com	3 months	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
CMTS	casalme.com	3 months	Collects visitor data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
rum	casalme.com	Session	Collects data related to the user's visits to the website, such as the number of visits, average time spent on the website and what pages have been loaded, with the purpose of displaying targeted ads.
__adroll	d.adroll.com	1 year	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
cm/#/out	d.adroll.com	Session	Collects information on user behaviour on multiple websites. This information is used in order to optimise the relevance of advertisement on the website.
IDE	doubleclick.net	1 year	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
pagead/landing	doubleclick.net	Session	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.

pixel	doubleclick.net	Session	Collects information on user behaviour on multiple websites. This information is used in order to optimise the relevance of advertisement on the website.
fr	facebook.com	3 months	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
ads/ga-audiences	google.com	Session	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.
pagead/1p-user-list/#	google.com	Session	Tracks if the user has shown interest in specific products or events across multiple websites and detects how the user navigates between sites. This is used for measurement of advertisement efforts and facilitates payment of referral-fees between websites.
pagead/landing	google.com	Session	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.
__adroll_fpc	mocom.com	1 year	Used to identify the visitor across visits and devices. This allows the website to present the visitor with relevant advertisement - The service is provided by third party advertisement hubs, which facilitate real-time bidding for advertisers.
__ar_v4	mocom.com	1 year	Optimises ad display based on the user's movement combined and various advertiser bids for displaying user ads.
_fbp	mocom.com	3 months	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.
_gcl_au	mocom.com	3 months	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
_hjRecordingEnabled	mocom.com	Session	This cookie is used to identify the visitor and optimise ad relevance by collecting visitor data from multiple websites - this exchange of visitor data is normally provided by a third-party data-center or ad-exchange.
_pin_auth	mocom.com	1 year	Used by Pinterest to track the usage of services.

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too	moc omu seu m.co m	Session	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
_ttp	moc omu seu m.co m	1 year	Used by the social networking service, TikTok, for tracking the use of embedded services.
_uetsid	moc omu seu m.co m	1 day	Collects data on visitor behaviour from multiple websites, in order to present more relevant advertisement - This also allows the website to limit the number of times that they are shown the same advertisement.
_uetsid	moc omu seu m.co m	Persistent	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
_uetsid_exp	moc omu seu m.co m	Persistent	Contains the expiry date for the cookie with corresponding name.
_uetvid	moc omu seu m.co m	Persistent	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
_uetvid	moc omu seu m.co m	1 year	Used to track visitors on multiple websites, in order to present relevant advertisement based on the visitor's preferences.
_uetvid_exp	moc omu seu m.co m	Persistent	Contains the expiry date for the cookie with corresponding name.
sjrn_ccid	moc omu seu	Persistent	Registers data on visitors from multiple visits and on multiple websites. This information is used to measure the efficiency of advertisement on websites.

	m.com		
tt_appinfo	mocomseu.com	Session	Used by the social networking service, TikTok, for tracking the use of embedded services.
tt_pageId	mocomseu.com	Session	Used by the social networking service, TikTok, for tracking the use of embedded services.
tt_pixel_session_index	mocomseu.com	Session	Used by the social networking service, TikTok, for tracking the use of embedded services.
tt_sessionId	mocomseu.com	Session	Used by the social networking service, TikTok, for tracking the use of embedded services.
w/1.0/std	openx.net	Session	Registers data on visitors such as IP addresses, geographical location and advertisement interaction. This information is used to optimise the advertisement on websites that make use of OpenX.net services.
_pinterest_ctua	pinterest.com	1 year	Used by Pinterest to track the usage of services.
v3	pinterest.com	Session	Used by Pinterest to track the usage of services.
idSync/AdX	pixel.sojern.com	Session	Detects whether partner data synchronisation is functioning and currently running - This function sends user data between third-party advertisement companies for the purpose of targeted advertisements.
idsync/apn	pixel.sojern.com	Session	This cookie is set by the audience manager of the website to determine the time and frequencies of visitor data synchronisation - cookie data synchronisation is used to synchronise and gather visitor data from several websites.
AdServer/Pug	pubmatic.com	Session	Sets a timestamp for when the visitor entered the website. This is used for analytical purposes on the website.

KRTBCO OKIE_#	pub mati c.co m	3 mon ths	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.
apnid	soje rn.c om	3 mon ths	Tracks the conversion rate between the user and the advertisement banners on the website - This serves to optimise the relevance of the advertisements on the website.
gid	soje rn.c om	1 year	This cookie is set to collect information on user behaviour and navigation which is used to optimise the website - The cookie also allows Google Ads and Google Analytics to compile information on visitors for marketing purposes.
_ttp	tikto k.co m	1 year	Used by the social networking service, TikTok, for tracking the use of embedded services.
DEVICE _INFO	yout ube. com	179 days	
VISITOR _INFO1 _LIVE	yout ube. com	179 days	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
YSC	yout ube. com	Sess ion	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
yt.inner tube::n extId	yout ube. com	Pers iste nt	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
yt.inner tube::re quests	yout ube. com	Pers iste nt	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
ytidb::L AST_RE SULT_E NTRY_K EY	yout ube. com	Pers iste nt	Stores the user's video player preferences using embedded YouTube video.
yt-remo te-cast- availabl e	yout ube. com	Sess ion	Stores the user's video player preferences using embedded YouTube video.
yt-remo te-cast-i nstalled	yout ube. com	Sess ion	Stores the user's video player preferences using embedded YouTube video.
yt-remo te-conn ected-d evices	yout ube. com	Pers iste nt	Stores the user's video player preferences using embedded YouTube video.

yt-remote-device-id	youtube.com	Persistent	Stores the user's video player preferences using embedded YouTube video.
yt-remote-fast-check-period	youtube.com	Session	Stores the user's video player preferences using embedded YouTube video.
yt-remote-session-app	youtube.com	Session	Stores the user's video player preferences using embedded YouTube video.
yt-remote-session-name	youtube.com	Session	Stores the user's video player preferences using embedded YouTube video.
_harvest_web_user	mocomuseum.com	1 year	

Adjust cookie settings

You can adjust your own cookie settings at the bottom of the Moco Museum website under 'Cookie Settings'. You can adjust these settings at any time.

Deleting and rejecting cookies

Through the browser settings on your computer, you can delete cookies already activated and refuse the use of new cookies. The way you do this varies from one browser to another. Deleting or refusing cookies has no harmful consequences for the functioning of the website. However, it may result in limited or no functionality of certain parts of the website. Disabling cookies only affects the computer and browser on which you perform this action. If you use several computers and/or browsers, you should repeat this operation as often as necessary.

Delete cookies in Microsoft Internet Explorer

Go to the Tools > Internet options > General tab. Under Browse History, click Delete. You may not want to delete everything. In that case, at least make sure 'Cookies' is checked and click Delete.

Delete cookies in Microsoft Edge

Go to Settings and more...> Settings > Privacy, search and services. Select Delete browsing data for Internet Explorer, choose what you want to delete. Select the data you want to delete (Cookies) and select Delete.

Delete cookies in Firefox

Click Firefox's orange bar at the top and go to History > Clear recent history. Click Clear your recent history. Under Details, you can specify what exactly you want to delete. In any case, tick 'Cookies'. You can also specify how old the cookies should be. Choose 'All' here.

Delete cookies in Chrome

Click the block with three dashes, at the top right. Click History > Clear browsing history. Under Privacy, click Delete browsing data. In any case, make sure 'Cookies and other site and plug-in data' is ticked when deleting.

Moco Museum Privacy statement

Some cookies process personal data. Therefore, for more information on the processing of personal data and how Moco Museum handles it, Moco Museum refers to its Privacy Statement.

Changes reserved cookie statement

Moco Museum reserves the right to amend this Cookie Statement. Any amendment will be published on this page. We recommend that you consult this Cookie Statement regularly so that you are always aware of the contents of the current Cookie Statement. For more information on how Moco Museum handles your data, please refer to our Privacy Statement.

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