

COOKIE POLICY

1. SCOPE

This policy explains the use of cookies and other trackers on the website <https://studiomorabruxelles.webflow.io/> (hereinafter “the Website”).

It has been drawn up in accordance with:

- Article 5, §3 of Directive 2002/58/EC, known as the ePrivacy Directive;
- Regulation (EU) 2016/679 (GDPR), in particular Articles 4, 6, 7, and 13;
- the Belgian law of July 30, 2018, on the protection of individuals with regard to the processing of personal data.

2. WHAT IS A COOKIE?

In accordance with Article 5, §3 of Directive 2002/58/EC, a cookie is a piece of information stored or accessed on a user’s terminal equipment (computer, smartphone, tablet) when visiting a website.

Depending on its purpose, a cookie may enable:

- the technical functioning of the site,
- the storage of preferences,
- audience measurement,
- the integration of third-party content.

3. LEGAL FRAMEWORK APPLICABLE TO COOKIES

3.1 GENERAL PRINCIPLE

In accordance with Article 5, §3 of the ePrivacy Directive, the storage of information or access to information already stored in a user’s terminal equipment is only permitted if the user has given their prior consent, unless these operations are strictly necessary for the provision of a service expressly requested by the user.

This principle is supplemented by the GDPR concerning:

- the definition of consent (Article 4, 11),
- the conditions for the validity of consent (Article 7),
- the obligation to provide information (Article 13).

4. TYPES OF COOKIES USED ON THE SITE

4.1 STRICTLY NECESSARY COOKIES

Some cookies are essential for the technical functioning of the Site.

In accordance with Article 5, §3 of the ePrivacy Directive, these cookies:

- do not require prior consent,
- are limited to what is strictly necessary for the service requested by the user.

They may be used in particular to:

- ensure the security of the Website,
- enable navigation,
- manage essential technical features.

4.2 COOKIES THAT ARE NOT STRICTLY NECESSARY

Cookies that are not essential to the functioning of the Site (e.g., analytical cookies, cookies linked to third-party content) are only placed after prior consent.

This requirement stems from:

- Article 5, §3 of the ePrivacy Directive,
- Articles 6 and 7 of the GDPR.

5. ANALYTICAL COOKIES AND THIRD-PARTY COOKIES

Depending on its technical configuration, the Website may include:

audience measurement tools,
embedded content (e.g., social networks, videos),
services provided by third parties.

These services may deposit cookies or trackers that are not strictly necessary.

In accordance with Article 5, §3 of the ePrivacy Directive and the case law of the Court of Justice of the European Union (CJEU, Planet49, C-673/17), these cookies may only be activated after the user has given their explicit consent.

6. OBTAINING CONSENT

6.1 CONDITIONS FOR CONSENT

In accordance with:

- Articles 4 and 11 of the GDPR,
- and Article 7 of the GDPR,

consent must be:

- freely given,
- specific,
- informed,
- unambiguous.

Simply scrolling down a page or a pre-checked box does not constitute valid consent.

6.2 COOKIE BANNER

When visiting the Website for the first time, an information banner allows the user to:

- accept non-essential cookies,

- refuse them,
- or set their preferences.

This mechanism is required by:

- Article 5, §3 of the ePrivacy Directive,
- Article 13 of the GDPR (information obligation).

7. WITHDRAWAL AND MODIFICATION OF CONSENT

In accordance with Article 7, §3 of the GDPR, the user may withdraw their consent at any time, without justification.

Withdrawal of consent:

- does not affect the lawfulness of processing based on consent before its withdrawal,
- results in the deactivation of the cookies concerned for the future.

8. COOKIE RETENTION PERIOD

In accordance with the principle of storage limitation (Article 5, §1, e of the GDPR), cookies are stored for a limited period of time proportionate to their purpose.

The exact duration depends on each cookie and must be determined after precise technical identification.

9. PERSONAL DATA AND COOKIES

When cookies enable the collection or processing of personal data (e.g., username, IP address), such processing is subject to the GDPR, in particular:

- Article 5 (principles),
- Article 6 (lawfulness),
- Article 13 (information),
- Article 32 (security).

10. CHANGES TO THE COOKIE POLICY

This policy may be modified to reflect:

- technical developments to the Website,
- legislative or regulatory changes.

The applicable version is the one published on the Website at the time of consultation.