

COOKIE POLICY

CONCEPTIONAL B.V. · EFFECTIVE 8 SEPTEMBER 2026 · GOVERNING LAW: THE NETHERLANDS

DOCUMENT CONTROL

Document	Cookie Policy
Owner	Conceptional B.V.
Effective date	8 September 2026
Related documents	Privacy Statement, version 3.0
Consent tool	CookieYes

This Cookie Policy explains how Conceptional B.V. ("Conceptional", "we", "us") uses cookies and similar technologies on www.conceptional.nl ("the Website"), and how you can manage your preferences. It should be read together with our Privacy Statement, which explains more broadly how we process personal data.

WHAT ARE COOKIES?

Cookies are small text files placed on your device when you visit a website. They allow the website to recognise your browser on return visits, remember your preferences, or collect information about how the site is used.

HOW WE USE COOKIES

We keep our use of cookies to a minimum. We do not currently run online advertising campaigns and do not currently place marketing or advertising cookies. We have run such campaigns in the past and may do so again in future (for example via LinkedIn); if we do, we will update this Cookie Policy beforehand and the relevant cookies will only be placed with your consent.

Cookies on the Website fall into the categories below. Necessary cookies are always active. All other categories are only placed if you consent to them via the cookie banner, managed through CookieYes.

NECESSARY COOKIES

These cookies are required for the Website to function correctly — for example, remembering your cookie consent choices and enabling basic security features. They do not require consent and cannot be disabled.

COOKIE	PROVIDER	PURPOSE	DURATION
CookieYes consent cookies	CookieYes	Remembers your cookie consent choices	Up to 1 year
Webflow session / security cookies	Webflow	Enables core site functionality and security	Session to 1 year

Conceptional's Necessary category currently lists 11 cookies in total in CookieYes; the rows above summarise the main groups. A full list is available on request or via the "Cookie Consent" link in the website footer.

FUNCTIONAL COOKIES

These cookies support optional features of the Website, such as remembering display or interaction preferences. They are only placed with your consent.

COOKIE	PROVIDER	PURPOSE	DURATION
To be confirmed	To be confirmed	To be confirmed	To be confirmed

Conceptional's CookieYes account currently lists 3 Functional cookies. The specific cookies, providers and purposes need to be confirmed from the CookieYes Cookie Manager before this section can be finalised — please replace this row with the actual details.

ANALYTICS COOKIES

We use Google Analytics 4 (GA4) to understand how visitors use the Website — which pages are viewed, how long visitors stay, and general device and location information. This helps us improve the Website. These cookies are only placed with your consent.

COOKIE	PROVIDER	PURPOSE	DURATION
_ga	Google Analytics	Distinguishes unique visitors	2 years
_ga_ZX1EMVCNWB	Google Analytics	Persists session state for GA4 property	2 years
_gid	Google Analytics	Distinguishes visitors within a 24-hour window	24 hours

Important: please confirm in CookieYes that these Google Analytics cookies are listed under a consent-gated category (Analytics or Functional) and not under "Necessary" / Always Active — analytics cookies are not exempt from consent under GDPR and should not be set before consent is given.

MARKETING COOKIES

Marketing and advertising cookies are used to measure the effectiveness of advertising campaigns and, where relevant, to show more relevant content on other platforms.

No marketing cookies are currently active on the Website. If we launch advertising campaigns in future (for example a LinkedIn Insight Tag), this Cookie Policy will be updated with the relevant cookies, providers, and durations before those cookies are placed.

MANAGING YOUR COOKIE PREFERENCES

You can accept, refuse, or change your cookie preferences at any time via the cookie banner on the Website, managed through CookieYes. Refusing Functional, Analytics, or Marketing cookies does not affect your ability to use the Website or download our reports and articles.

You can also control cookies through your browser settings, including blocking or deleting cookies already placed. Please note that blocking Necessary cookies may affect the Website's functionality.

INTERNATIONAL TRANSFERS

Google Analytics may process data outside the European Economic Area, including in the United States, under the safeguards described in our Privacy Statement (section "Transfers outside the European Economic Area").

CHANGES TO THIS COOKIE POLICY

We may update this Cookie Policy from time to time, for example when we change which cookies we use or begin running advertising campaigns. The current version and its effective date are shown in the document control table above.

CONTACT

Questions about this Cookie Policy can be directed to:

Conceptional B.V. Saturnusstraat 60, Unit 60, 2516 AH The Hague, the Netherlands. E-mail: info@conceptional.nl Telephone: +31 70 205 5688