Cookie Policy

Lotus Bakeries collects data to provide you a better browsing experience, to optimize our services and to offer you relevant products and/or services that connect to your interests. This data may come in the form of cookies. Below we will explain how these cookies work and how you can configure them.

Given that these cookies may contain personal data, this cookie policy must be read together with our Privacy Policy.

What is a cookie?

A cookie is a small text file that is downloaded onto 'terminal equipment' (e.g. a computer or smartphone) when the user accesses a website. It allows the website to recognize that user's device and store some information about the user's preferences or past actions. The cookies on your computer or mobile device are managed by your web browser.

There are different types of cookies, such as:
- **First-party cookies** – set directly by the website the user is visiting, i.e. the URL displayed in the browser's address bar;
- **Third-party cookies** – set by a domain other than the one the user is visiting. This typically occurs when the website incorporates elements from other sites;
- **Session cookies** – cookies that expire at the end of a browser session (normally when a user exits their browser). These cookies allow websites to recognize and link the actions of a user during a browsing session.
- **Persistent cookies** – stored on user's device in-between sessions. They can allow the preferences or actions of the user across a site (or across different websites) to be remembered. These cookies may be used for a variety of purposes including remembering users' preferences and choices when using a site.

Cookies can be used for numerous different purposes as well (necessary cookies, functional cookies, statistical cookies...).

Below we explain why and which cookies Lotus Bakeries uses.

Why does Lotus Bakeries use cookies?

Lotus Bakeries uses cookies primarily to optimize your user experience and to improve the performance of our website. We use these cookies to tailor our website content to your personal needs and preferences. The purpose is to enable the site to remember your preferences (such as user name, language, etc.) for a certain period of time. That way, you don't have to re-enter them when browsing around the site during the same visit.

In addition, we use cookies to map your browsing behavior (e.g. how you found our website or your browsing time on our website). Analytics data allow us to make improvements to our website if necessary and to meet your needs and preferences and those of other website users.

<p style="text-align:center;color:red;font-weight:bold;">Which cookies does Lotus Bakeries use?</p>

Overview of strictly necessary cookies

Strictly necessary cookies are essential to ensure that our website functions correctly. They are necessary to provide an 'information society service' (e.g. a service over the internet) requested by you.

Cookie Name	Placed By	Description	Expiration Time
JSESSIONID	Lotus Bakeries	JSESSIONID is a platform session cookie and is used by sites with JavaServer Pages (JSP). The cookie is used to maintain an anonymous user session by the server.	Persistent
cookie-consent	Lotus Bakeries	This cookie is set when a visitor agrees to the cookie conditions. This cookie is used to stop showing the banner after the visitor has consented.	3 months

Overview of functionality cookies

Functionality cookies are used to enhance the performance of a website. Without them, certain functions of the website may not be available. However, they are not vital for a website to run, but they allow to remember important information and user's preferences.

Cookie Name	Placed By	Description	Expiration Time

SEARCH_SAMONTHITE	Google Analytics	This cookie is used to prevent the browser from sending this cookie along with requests from other sites.	5 months

Overview of statistics cookies

We use these cookies to collect information about the use of our website. They are used to record the performance and loading times of the website and specific pages.

Cookie Name	Placed By	Description	Expiration Time
_ga	Google Analytics	This cookie is used by Google Analytics to distinguish users.	2 years
_gat_gday_UA_	Google Analytics	This cookie is used by Google to throttle the request rate to Google's servers.	1 minute
_gid	Google Analytics	This cookie is used by Google Analytics to distinguish users.	1 day
test_cookie	Doubleclick	This cookie is used to check if the user's browser supports cookies.	15 minutes
YSC	YouTube	This cookie is set by the YouTube video service on pages with embedded YouTube video.	30 minutes

Cookie Name	Placed By	Description	Expiration Time
OTZ	Google Analytics	This cookie is used by Google analytics to track website traffic information	1 month

Overview of social media cookies

Social media cookies are used by platforms like Facebook, Instagram, Twitter, LinkedIn, and others to enable social sharing features, display relevant ads, and analyze user behavior across websites. These cookies may track your online activity and link it to your profile on the respective social media platforms. We use social media cookies to integrate social sharing features (e.g. "Like" and "Share" buttons) and measure the performance of advertising campaigns on social media.

Social media cookies are set and controlled by third parties (e.g., Facebook, Instagram) in accordance with their own privacy policies. We recommend reviewing their privacy policies to understand how they use your data.

Cookie Name	Placed By	Description	Expiration Time
VISITOR_INFO1_LIVE	YouTube	This cookie is used to estimate the users' bandwidth on pages with integrated YouTube videos.	5 months
IDE	Google Doubleclick	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.	1 year

_pinterest_sess	Pinterest	These cookies allow users to share photos via Pinterest / the "Pin It" button, and Pinterest may collect electronic information about the use of their service.	1 year
_pinterest_cm	Pinterest	These cookies allow users to share photos via Pinterest / the "Pin It" button, and Pinterest may collect electronic information about the use of their service.	2 years
SIDCC	Google	This cookie is used as security measure to protect users data from unauthorised access.	6 months
SSID	YouTube	This cookie is used to play YouTube videos embedded on the website.	6 months
HSID	DoubleClick	The "HSID" cookie is set by DoubleClick (which is owned by Google) to build a profile of the website visitor's interests and show relevant ads on other sites.	1 year
SID	YouTube	This cookie is used to play YouTube videos embedded on the website.	2 years
SAPISID	YouTube	This cookie is used to play YouTube videos embedded on the website.	6 months
DV	YouTube	This cookie is used to play YouTube videos embedded on the website.	2 years
1P_JAR	Google	This cookie is used to give personalized ads on Google sites based on search interests and online interactions.	1 year
NID	Google Analytics	This cookie contains a unique ID used to remember your preferences	6 months

You can restrict, block or delete cookies from this website at any time by changing the configuration of your browser according to the instructions in your browser. Although the parameter settings of each browser are different, the configuration of cookies is usually adjusted in the 'Preferences' or 'Tools' menu. For more details on how to configure cookies in your browser, please consult your browser's 'Help' menu.

How to contact us?

If you have any questions on our use of cookies, you can contact us:

- By post:
  Lotus Bakeries Corporate NV
  Gentstraat 1
  9971 Lembeke
  Belgium
- By e-mail:
  dpr.corporate@lotusbakeries.com

This cookie policy supersedes all previous versions and is valid from April 2023. We reserve the right to make changes to and/or update this policy.