

## **KDVI LIMITED - COOKIE POLICY**

We use cookies and similar tools on our website (“**Website**”) to improve its performance and enhance your user experience. This policy explains how we do that.

### **What are Cookies?**

Cookies are small text files which a website may put on your computer or mobile device when you first visit a site or page. The cookie will help the website, or another website, to recognise your device the next time you visit. We use the term “cookies” in this policy to refer to all files that collect information in this way.

There are many functions cookies serve. For example, they can help us to remember your username and preferences, analyse how well the Website is performing, or even allow us to recommend content we believe will be most relevant to you.

Certain cookies contain personal information – for example, if you click to “remember me” when logging in, a cookie will store your username. Most cookies will not collect information that identifies you, but will instead collect more general information such as how users arrive at and use the Website.

### **What sort of Cookies does the Website use?**

Generally, our cookies perform up to three different functions:

We use the following cookies:

- Strictly necessary cookies. These are cookies that are required for the operation of our Website. They include, for example, cookies that enable you to log into secure areas of our Website.
- Analytical/performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our Website when they are using it. This helps us to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily.
- Functionality cookies. These are used to recognise you when you return to our Website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- Targeting cookies. These cookies record your visit to our Website, the pages you have visited and the links you have followed. We will use this information to make our Website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual cookies we use and the purposes for which we use them in the table below:



Cookie	Purpose	More information
_ga	Used by Google Analytics	This cookie is used to distinguish users for Google Analytics. It is a more permanent cookie and lasts for 2 years. Google Analytics Cookie Usage on Websites.
_gat	Used by Google Analytics	This cookie is used to throttle the amount of requests that are available to be made, it is used for Google Analytics. It is a temporary cookie that lasts for 10 minutes. Google Analytics Cookie Usage on Websites.
_gid	Used by Google Analytics	This cookie is used to distinguish users for Google Analytics. It lasts for 24 hours.
_kdvi_store_session	Used by KDVI website	Created when a user visits your web site and stores a unique identifier for that session. The cookie is used to carry information between pages; such as text size and other accessibility settings being used to browse the site; your logged in details as a user and in searches to save the user retyping information again. The cookie is fundamental to the correct operation of the web site. This is a temporary cookie that expires when the user leaves the web site or closes the window.
_KdviPlatform_session	Used by KDVI website	Created when a user visits the KDVI website and stores a unique identifier. The cookie is used to carry information between pages; such as text size and other accessibility settings being used to browse the site; your logged in details as a user and in searches to save the user retyping information again. The cookie is fundamental to the correct operation of the web site. This is a temporary cookie that expires when the user leaves the web site or closes the window.
cookieconsent_status	Used by KDVI website	This cookie is used to track whether or not a user has continued past the cookie consent policy.
__stripe_mid	Used by Stripe	This cookie enables Stripe's secure payment system.
IDE	Used by Google	This cookie is used by Google to show users adverts relevant to them on external services such as Youtube.
frps	Used by Hoefler & Co.	This cookie is used by H&C's typography.com, the provider of the font KDVI uses.
cpuReferrer	Used by Hoefler & Co.	This cookie is used by H&C's typography.com, the provider of the font KDVI uses.



**KETS DE VRIES  
INSTITUTE**

### **Does anyone else use cookies on the Website?**

We do use or allow third parties to serve cookies that fall into the four categories above. For example, like many companies, we use [Google Analytics](#) to help us monitor our traffic. We may also use third party cookies to help us with market research, revenue tracking, improving site functionality and monitoring compliance with our terms and conditions and copyright policy.

### **Can you block cookies?**

As we have explained above, cookies help you to get the most out of the Website. However, if you do wish to disable cookies then you can do so by amending the settings within your browser or mobile device.

Please remember that if you do choose to disable cookies, you may find that certain sections of the Website do not work properly.

### **More Information**

More detail on how businesses use cookies is available at [www.allaboutcookies.org](http://www.allaboutcookies.org). If you have any queries regarding this Cookie Policy, please contact our Privacy Officer by e-mail [info@kdvi.com](mailto:info@kdvi.com).

Cookies will be placed on your device unless you follow the instructions in this cookie policy.