

COOKIE POLICY – Transparent Insights

Transparent.in B.V. (hereinafter: “Transparent Insights” or “we”) is committed to ensuring that your visit to our website is as smooth, reliable, and useful as possible. To achieve this, our website uses cookies and similar technologies (such as pixel tags). Cookies help us understand how visitors interact with our website, allow us to improve its performance and enable certain essential functions.

This Cookie Policy explains what cookies are, which types of cookies we use, the purposes for which we use them, and how you can manage your cookie preferences. This Cookie Policy should be read together with our [Privacy Policy](#), which provides further information about how we process personal data.

What are cookies?

Cookies are small text files containing information that is automatically placed on your device (such as a computer, smartphone or tablet) when you visit a website. Cookies are stored by your browser and may be returned to our servers on subsequent visits. Cookies may contain information about your device or internet use. Cookies allow the website to remember your actions or preferences over time.

We use several different types of cookies. Some of these are session cookies which are temporary and allow us to link your actions during your visit to our website. Temporary cookies expire when you close your browser. Others are persistent cookies which remain on your device for a longer period and are used to remember your preferences within the website.

We use cookies to analyse how visitors interact with our website, enabling us to improve its functionality, usability, and overall performance. Certain cookies also allow us to personalise content and, where applicable, provide targeted advertising as well as measure the effectiveness of our advertising efforts and website features. While some cookies are essential for the operation and security of our website, others are optional and will only be placed with your explicit consent.

What cookies do we use?

The cookies used on our website can be divided into the following categories:

Essential and functional cookies

Functional and essential cookies are strictly necessary to ensure that our website functions properly. These cookies allow you to navigate the website and use all its features.

These cookies are always active and cannot be disabled, as the website cannot function properly without them.

Analytical cookies

Analytical cookies help us to understand how visitors use our website so that we can improve their overall experience. These cookies provide us with information about how users arrive on our website, which pages they view, how long they stay, which content they find most relevant and whether they experience any errors. This information allows us to optimise the performance of the website. We use analytical tools such as Google Analytics, as well as other GDPR-compliant analytics platforms, such as Google Analytics, to collect these insights.

Analytical cookies are only placed after you have provided explicit consent through our cookie banner. We store your consent preferences securely for compliance purposes.

Advertising, marketing, and social media cookies

Advertising and marketing cookies help us to understand your browsing behaviour and interests so that we can provide content and advertisements that are more relevant to you. These cookies may

also be used to limit how often you see a particular advertisement and to measure the effectiveness of our advertising campaigns. They help us personalise your experience by remembering your preferences and ensuring that the marketing you see is more in line with your interests.

These cookies are typically placed by third parties that we work with to deliver or manage online advertising. This may include platforms such as Google AdSense, as well as social media platforms such as X, LinkedIn, Facebook, Instagram or YouTube. These parties may track your activity across our website and other websites to build a profile of your interests and deliver personalised content or advertising across their networks.

Advertising, marketing and social media cookies are only activated if you provide explicit consent through our cookie banner. We store your consent preferences securely for compliance purposes.

Cookie overview

Below is a full list of the cookies we use on our website.

Essential and functional cookies:

- None

Analytical cookies:

- Google Analytics

Advertising, marketing, and social media cookies:

- None

Managing your cookie settings and deleting cookies

You can reject, change, block or delete the cookies used on our website at any time by using the cookie preferences tool available on our website. Through this tool, you can accept all cookies, refuse non-essential cookies, or adjust your preferences per category. You can also withdraw any consent you have previously given by revisiting the cookie preferences tool.

It is also possible to manage your preferences by adjusting your browser settings. If you do not wish cookies to be used, you may need to actively delete or block cookies via your browser. Please note that if you choose to reject or block cookies, you can still visit our website, but some parts of the site may not function properly. Functional cookies are essential for the operation of the website and therefore remain active.

By continuing to use our website without deleting or rejecting (some of) the cookies, you agree that we may place those cookies that you have not deleted or rejected on your device.

You will find a roadmap for managing cookies on the website of the Dutch Consumer's Association www.consumentenbond.nl/internet-privacy/cookies-verwijderen, as well as in the help section of your browser.

Unexpected cookies

Due to the technical nature of embedded content and third-party integrations, it is possible that cookies are placed via our website by third parties without our prior knowledge. If you notice cookies on your device that are not mentioned in this Cookie Policy, please contact us at info@transparent-insights.com.

We will investigate the matter and, where necessary, update this Cookie Policy to ensure it remains accurate and complete.

Updates to this Cookie Policy

We may amend this Cookie Policy from time to time, for example in response to:

- changes in applicable laws or regulatory guidance;
- changes in the functionality or configuration of our website; or
- the introduction, modification or removal of cookies or similar technologies.

The most recent version of this Cookie Policy is always available on our website. We recommend that you review this policy periodically so that you remain informed about how we use cookies.

Questions, complaints and contact

If you have any questions, concerns or complaints about our use of cookies or about how we process personal data, please contact us at:

Transparent Insights
Fred. Roeskestraat 115
1076 EE Amsterdam
The Netherlands
Email: info@transparent-insights.com

Further information about how we process personal data can be found in our Privacy Policy, which is available on our website www.transparent-insights.com.

This Cookie Policy was last updated on 14 November 2025.