



Smartware

# GDPR POLICIES

[Privacy / Cookie Policy](#)



# Privacy Policy

Please input this into your [Privacy Policy](#)



We are using Philomedia Smartware to gather statistics about the user visit such as the number of visits, average duration, I.P address on the website and subpages visit. It also gathers statistics about the navigation and behaviour on the website.

Philomedia Smartware makes it easy to understand how your site and app users are engaging with your content. Philomedia Smartware is a technology service that helps understanding users experience (e.g. how much time they spend on which pages, which links they choose to click, etc.). With the tracker we can identify the contacts through the website and this gives us understanding of which channels are working. Philomedia Smartware uses cookies and other technologies to collect data on our users' behavior and demographic and their devices (in particular device's ISP network and domain(only on companies to transform them to webleads ), device type (unique device identifiers), browser information, geographic location). Philomedia Smartware shows how people are interacting with your site and the role that different channels play by viewing robust reports and dashboards. You can connect other systems for a more complete view.

# Specific Individual Cookies

Please Add These Individual Cookies to your policy

## **\_pk\_ses**

Is used by Piwik Analytics Platform to track the visitors page requirements during the session



## **\_evo\_ref and \_evo\_direct**

is meta data showing where the visit is coming from. Which channels has the visitor used to get to the website



## **\_evo\_visit**

is tracker if the visitor has visit the website before



## **matomo**

Collects data about the users navigation and behavior on the website.



## **\_pk\_id**

Collects statistics about the users visit on the website such as number of visits, average duration on the website and which page that are visit.

