



Cookie Policy Blue1

1. Introduction

Blue1 uses cookies on the website(s) to improve your online experience. They make sure the website functions properly and collect statistical data. By using cookies, Blue1 is able to adapt the content and/or the publicities shown on the Blue1 websites to your personal needs and preferences. Among other functionalities, cookies facilitate the log-on process.

By not accepting cookies, you prevent Blue1 from optimising your experience on our website. Some parts of the websites will also not function ideally. By accepting cookies, you give consent for the use of cookies as specified in this cookie policy. Should you wish to, you can always change your cookie preferences.

All details regarding cookies used on Blue1 domains can be found in this cookie policy. This policy also explains how these cookies are used to improve your experience. We wish you a pleasant reading and surfing experience.

2. What is a cookie?

Cookies are small text files stored by your web browser when you use websites. You can control how websites use cookies by configuring your browser's privacy settings (please refer to your browser's help function to learn more about cookie controls).

Note that if you disable cookies entirely, Blue1 websites may not function properly.

Blue1 and the companies that help us run our business use cookies in several ways, such as:

- Authenticating and identifying you on our websites so we can provide you the services you requested
- Keeping track of information you have provided to us — for example, remembering information you provided whenever you fill in a form
- Remembering your preferences or where you left off in your use of the Blue1 website
- Measuring your use of Blue1 websites so that we can improve them, tailor our websites to your likely interests
- Understanding your likely interests so we can provide you more relevant Blue1 ads and content on Blue1 websites and in Blue1 apps

3. Cookies on this website

We have divided the cookies into three main categories depending on their purposes:

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4.1 Functional cookies (not editable)

These cookies are necessary for the connection with the website to be correct and efficient, and to ensure a safe online environment. Functional cookies collect anonymous data about how the site is used and which pages are important. This is used to improve the general ease of use of the website.

4.2 Comfort cookies (editable)

Comfort cookies store your personal preferences. This means that the information you receive and the offers that appear on the Blue1 websites are relevant and match your areas of interest. They are used to make your web experience as user-friendly as possible. If you accept these cookies, you will not need to re-enter your user name

4.3 Commercial cookies (editable)

By accepting commercial cookies, the contents of (Blue1) advertisements are personalised and aligned to your interests. This will happen on other sites and also on your social media. These cookies – placed by Blue1 and third parties – are there for commercial and social media purposes.



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