

The cookie policy of the CheerIoT website

This website uses its own "cookies" to provide visitors with an enhanced user experience and services tailored to the needs and interests of each user.

All users of the website are required to give their consent before allowing cookies on their computers, in accordance with the EU's General Data Protection Regulation, which will be in force starting May 2018, and the provisions of Dutch law, concerning the processing of personal data and the protection of privacy in the electronic communications sector.

What is a cookie?

An "Internet Cookie" is a small text file consisting of letters and numbers that will be stored on your computer, mobile terminal or another type of equipment of a user accessing the Internet. The cookie is installed through a web-server's request to a web browser (eg Internet Explorer, Chrome) and is completely "passive" (does not contain software, viruses or spyware, nor can it access the information on the storage device of the user).

Purpose and use of cookies

The websites and applications developed by CheerIoT install cookies only to allow for improved features so that the experience of using the application and visiting websites becomes more enjoyable. CheerIoT does not use cookies to collect, process, broadcast or record personal information.

Cookies play an important role in facilitating the access and delivery of multiple services the user enjoys on the Internet, such as:

- Customizing certain settings such as:
 - the language in which the website is viewed
 - the currency in which certain prices or tariffs are expressed
 - maintaining options for different products or locations - generating flexibility in using the website
 - accessing your former preferences by pressing the "Forward" and "Back" buttons
- Cookies provide site and application owners with feedback on how their products are used by users so they can make them even more effective and accessible to users
- Allow multimedia or other applications from other websites to be included in a particular site to create a more valuable, useful, and enjoyable browsing experience
- Improve the efficiency of online advertising

What are the benefits of cookies?

A cookie contains information linking a web browser (user) and a specific web-server (website). If a browser accesses that web-server again, it can read the already stored information and react accordingly. Cookies provide users with a better experience in using the Internet and support the efforts of many software vendors to provide user-friendly services: ex - online privacy preferences, application language options, application preferences, or relevant advertising.

What is the lifetime of a cookie?

Cookies are managed by web servers. The lifetime of a cookie may vary significantly, depending on the purpose for which it is placed. Some cookies are used only for one session (session cookies) and are not retained once the user has left the website, while other cookies are retained and reused each time the user returns to that site ('persistent cookies'). However, cookies can be deleted by a user at any time through browser settings.

How are the cookies used by the website?

Use of the website may place cookies for purposes of:

- increasing the performance of the website
- visitor analysis
- geotargetting
- user registration

Security and privacy issues

It is important to remember that cookies are not viruses. They use "plain text" formats and are not made up of pieces of code that could be executed and cannot run automatically. Consequently, they cannot duplicate or replicate on other networks or devices in order to run. They cannot be considered viruses because they cannot perform the functions described in the paragraphs above. Cookies can, however, be used for less honest purposes. Because it stores information about user preferences and browsing history, on both a specific website and other websites, cookies can be used as a form of spyware. Many anti-spyware products are aware of this and consistently mark cookies to be deleted in anti-virus / anti-spyware removal / scanning procedures. In general, browsers have built-in privacy settings that provide different levels of cookie acceptance, shelf life and automatic deletion after the user has visited a specific website.

Other security issues related to cookies

Since identity protection is very valuable and is the right of every Internet user, it is advisable to know what issues can be created by cookies. Because the need to transmit constant information in both ways between the browser and the website, if an attacker or unauthorized person intervenes during the data transmission, the information contained in the cookie can be intercepted. Although very rarely, this can happen if the browser connects to the server using an unencrypted network (e.g. an unsecured WiFi network). Other cookie-based attacks involve misconfigured cookies on web servers. If a website does not require the browser to use only encrypted channels, attackers can use this vulnerability to make browsers to send information through insecure channels. Attackers then use the information to target unauthorized sites. It is very important for users to be careful in choosing the most appropriate method of protecting personal information. What do you do if you do not want cookies to be installed on your device? To the extent that you think that storing information extracted from your computer or mobile device is relatively invasive, you can block all cookies or just some of them, or even remove cookies that have been installed on your terminal. But be aware that you risk not being able to use certain functions. To enable this jam, you need to change your browser's privacy settings. Some third-party operators have developed tools whose modules allow deactivation of data collection and use. Disabling and refusing to receive cookies can make some sites unfeasible or difficult to visit and use. Also, refusing to accept cookies does not mean that the user will no longer receive / see online advertising. It is possible to use browser settings for these cookies to no longer be supported, or you can adjust your browser to accept cookies from a particular website. All modern browsers offer the ability to change cookie settings.

These settings are usually found in the browser's "Options", "Settings" or "Preferences" menus.