

Be Informed Cookie Policy

Be Informed Cookie Policy

Version 1.0. Effective Date: 24 September, 2026

About this Cookie Policy

This Cookie Policy explains how Be Informed B.V. ("Be Informed", "we", "our" or "us") uses cookies and similar technologies on the Be Informed public website and Digital Services. It explains what these technologies are, why we use them and how you can manage your choices.

This Cookie Policy should be read together with our Privacy Notice. The Website Terms of Use apply to the public Be Informed website. The Terms of Service and related contractual documentation may apply when you access an account-based Digital Service.

Scope

This Cookie Policy applies to the Be Informed public website and to Digital Services operated by Be Informed, including software-as-a-service offerings, customer portals, documentation services, online learning environments and related online functionality.

Not every website or Digital Service uses all categories of cookies or similar technologies described in this Policy. Our account-based Digital Services generally use only cookies that are necessary for authentication, security, session management and operation of the requested service. Where a Digital Service uses additional cookie categories, this will be disclosed through the relevant service or consent tool.

Public website pages that support contact requests, demonstrations, registrations, subscriptions or onboarding may use website technologies provided by third parties.

What are cookies and similar technologies?

Cookies are small text files stored on, or read from, your browser or device when you visit a website or use an online service. Session cookies ordinarily expire when you close your browser. Persistent cookies remain until they expire or are deleted.

We may also use similar technologies, such as local storage, tags, pixels, web beacons or scripts. These technologies may store information on, or access information from, your browser or device and can perform functions comparable to cookies. In this Policy, references to cookies include similar technologies that store information on, or access information from, a browser or device.

Why we use cookies

Depending on the website or Digital Service and your choices, we use cookies and similar technologies to:

- provide requested website or service functionality;
- authenticate users, maintain sessions and protect accounts;
- remember settings, preferences and consent choices;
- support security and help prevent misuse;
- understand how visitors interact with the public website;
- measure and improve website performance and user experience;

© Be Informed 2026 | All rights reserved worldwide

- support forms, registrations, subscriptions and customer communications; and
- provide embedded third-party content, such as YouTube videos.

Cookie categories

We use cookies for different purposes. Currently we use the categories below. The categories displayed may depend on the technologies in use. The detailed cookie list shown through the consent tool identifies the cookies currently used and the category assigned to each cookie.

Category	Purpose	Choice
Necessary	Cookies required for basic website or Digital Service functions, including security, authentication, session management and retaining consent preferences.	Always active where required to provide the requested website or service function.
Functional	Cookies that enable optional functionality, such as embedded content, enhanced website features or other third-party functions.	Used only after consent where consent is required.
Analytics	Cookies that help us understand how visitors use the public website, including visitor numbers, interactions, navigation and traffic sources.	Used only after consent where consent is required.
Advertisement	Cookies used to measure advertising and campaign effectiveness, understand interactions with professional marketing content, or deliver advertising based on previous website interactions.	Used only after consent where consent is required.

Consent and your choices

When you first visit the public website, our consent tool allows you to accept all non-essential cookies, reject them or customize your preferences by category. Necessary cookies cannot be disabled through the consent tool because they are required to support essential website or service functions.

You can change or withdraw your choices through the cookie settings facility made available on the public website. Withdrawing consent does not affect the lawfulness of processing carried out before withdrawal. You can also block or delete cookies using your browser settings, although doing so may prevent parts of the website or a Digital Service from functioning properly.

Account-based Digital Services that use only necessary cookies do not request separate cookie consent because those cookies are required to provide, secure and operate the requested service. Users may still be asked to acknowledge or accept the applicable terms and privacy information before accessing the service. Such acknowledgement or acceptance is separate from consent to non-essential cookies.

Information collected

Depending on the technology and your choices, cookies and similar technologies may collect or generate information such as cookie or device identifiers, IP addresses, browser and device information, approximate location, referring pages, pages viewed, interactions, session information, timestamps, diagnostic information and campaign parameters.

© Be Informed 2026 | All rights reserved worldwide

We generally analyze this information at an aggregated, pseudonymized or company level rather than seeking to identify individual website visitors, except where a visitor voluntarily provides identifying information through a form or other interaction.

Our purposes and legal bases for processing personal data, the parties with whom we share it, applicable retention considerations and your privacy rights are described in our Privacy Notice. Be Informed does not sell personal data.

Third-party providers used on the public website

The public website currently uses technologies from the providers below. The specific cookies used, their purposes, categories and durations are shown in the detailed list available through the website consent tool.

Provider	Use on the public website
Google	Website analytics and advertising measurement.
HubSpot	Website forms, registrations, subscriptions, customer communications and website analytics.
Hotjar	Website interaction analytics and user-experience insights.
LinkedIn	The LinkedIn Insight Tag, used to understand website and campaign interactions.
YouTube	Embedded video content. YouTube may use cookies or similar technologies when video content is loaded or played.

Email and communication measurement

Our electronic communications may use links, pixels or comparable measurement technologies to determine whether a message was delivered, opened or interacted with and whether a link was selected. Where required, we use these technologies only with an appropriate legal basis and provide applicable communication or privacy choices. More information about marketing communications is available in our Privacy Notice.

Retention

Cookie durations vary by purpose and provider. The current duration of each cookie is shown in the detailed cookie list available through the public website consent tool. Session cookies ordinarily expire when the browser session ends. Persistent cookies remain until their stated expiry, until you delete them or until we withdraw them. Personal data retained in our systems is handled in accordance with the retention approach described in our Privacy Notice.

Changes to this Cookie Policy

We may update this Cookie Policy to reflect changes in our websites, Digital Services, technologies, providers, legal requirements or privacy practices. The current version will be available on the public website and will state its effective date. Where required, we will request consent again following a material change to the use of non-essential cookies or similar technologies.

© Be Informed 2026 | All rights reserved worldwide

Contact and complaints

If you have questions about this Cookie Policy, our use of cookies or your privacy choices, please contact:

Be Informed B.V.
Apeldoorn, the Netherlands
privacy@beinformed.com

If you believe that Be Informed has not addressed your concern satisfactorily, you may lodge a complaint with the competent supervisory authority, including the Dutch Autoriteit Persoonsgegevens.

© Be Informed 2026 | All rights reserved worldwide