

# Cookie policy

This cookie statement explains which cookies we use, why we use them, and how you can influence this yourself. We think it's important that you understand what happens behind the scenes; especially if you work in cybersecurity yourself, like many of our visitors.

## **Why we use cookies**

Let's be honest: we run a commercial business and we want to know what happens on our website. Not to track visitors or build profiles, but because those insights help us do two things. First, improve the site, so visitors can find what they're looking for more easily. Second, see which companies are interested in what we do, so our sales team can reach out where that makes sense.

We think it's important to be transparent about that. That's why this statement explains exactly which cookies we use and what we do with them.

## **What are cookies?**

Cookies are small text files that your browser stores when you visit a website. They help remember preferences, keep sessions active, and provide insight into how the website is used. Some cookies are necessary for the site to work; others are meant for statistics or marketing.

## **Which cookies do we use?**

### *Essential cookies*

These cookies are strictly necessary for the site to function. They make sure, for example, that pages load quickly and that your session is preserved. You cannot disable these cookies through our settings.

PHPSESSID: temporarily keeps track of your session, for example when you navigate through the site. Expires when you close the browser.

\_lscache\_vary: used by the LiteSpeed cache to determine, for example, whether you are logged in. Contributes to the speed of the site.

### *Statistical cookies*

These cookies provide insight into how our website is used. We use this information to see how many visitors we get, how they find us, and whether they find the information they're looking for on the site. Based on that, we can improve the site. We ask for your consent for these cookies.

\_ga: Google Analytics. Recognizes unique visitors through an anonymous ID. This allows us to see how many people visit our site and through which channels they arrive.

\_ga\_PD9MJFFVTC: Google Analytics 4. Tracks session status, so we can see how visitors move through the site.

### *Marketing cookies*

These cookies measure the impact of our campaigns and help us see which companies show interest in what we do. We use that information to sharpen our campaigns and to reach out from sales where relevant. Here too, we ask for explicit consent.

LinkedIn Insight Tag. This allows us to measure whether visitors come to our site via LinkedIn and which actions they take afterwards. This way we know which campaigns and content work on LinkedIn. LinkedIn may combine this data with other information to show personalized ads within their own platform.

TAM Tracker. Recognizes company visits based on IP addresses. We use this tool to see which companies visit our site, so we can tailor our sales and marketing activities accordingly. TAM Tracker processes this data according to their own terms. Personal data (such as names or emails) are not shared in this process.

### **Managing cookies**

On your first visit to our site, we ask for your consent to place cookies that are not strictly necessary. You can adjust your preferences at any time via the [cookie settings].

In addition, you can delete or block cookies through your browser. Please note that disabling all cookies may affect how the site works.

### **Changes**

This cookie statement may be updated from time to time, for example when we use new tools or legislation changes. The date of the most recent update is shown at the bottom of this document.

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### **Responsible party**

This website is managed by:

Beyond Products B.V.  
Hyacinth 112, 5382 JP, Vinkel  
Info@beyondproducts.io  
KvK: 83243526  
BTW: NL862788900B01