

Cookie

Statement.

All you need to know about cookies.

What are cookies?

When you visit the MyParcel website, we use cookies that we store on your computer, phone or tablet. Cookies are small text files. We use the information contained in these files to identify you if, for example, you revisit our website at a future date. The details we remember include, for example, your login details and language settings. This enables us to assist you more quickly and efficiently next time.

In addition to cookies, there are other technologies we use that allow us to store and read information on your computer, tablet or mobile phone. One example of this is local storage, which essentially works in the same way as cookies. We will refer to this as 'cookies' for the sake of convenience. We use different technologies to store cookies, including JavaScript and tracking pixels.

Change your cookie settings here.

If you would rather not have us store information about you and the settings on your devices, you can indicate this at the top of this page. NB: you need to delete any cookies that are already on your computer, phone or tablet yourself. We can't do that for you. Instructions on how you can do this are provided below.

Deleting cookies.

If you want to delete your cookies, you need to do so yourself. Go to your internet browser (e.g. Google Chrome, Internet Explorer or Safari). You can also change your settings to receive notifications when website cookies are being used. You can then decide whether to give your consent each time. Please use your browser's 'Help' function for more information.

New developments: follow this page.

We could change the texts on our websites at any time. This applies to this cookie statement. We therefore advise you to read this statement regularly.

What does MyParcel use cookies for?

We use cookies for the following purposes:

- Functional cookies: to make our website more user-friendly.
- Analytical cookies: to analyse the use of our websites.
- MyParcel recommendations: to give you personal advice.
- Social media cookies: to share job openings or web pages on social media.
- Advertising cookies: to place advertisements.

On this page, we explain what each of these types of cookies does. We also provide a list of companies that might store cookies on your computer, phone or tablet. For some types of cookies that MyParcel uses, we use other companies such as Google. In that case, we refer you to the website of the company in question, where you can read how they can use the information.

Please note: while we endeavour to update the list of these organisations as frequently as possible, cookies may be used by a company not included in the list. In that case, we request that you contact our [Customer Service department](#), so we can update the list on this page.

1. Functional cookies: cookies to ensure a user-friendly website.

We use cookies to make our websites more user-friendly. Your consent is not required for these cookies, as the purpose of these cookies is to improve the performance of the website. For example, we may use these cookies to store your login details and the purchases in your shopping cart. In addition, we use these cookies to ensure that you do not always have to provide the same information whenever you visit our website.

Below is a list of systems we use to make our websites more user-friendly. The following systems may be used to place cookies during your visit:

- **Salesforce liveagent.** MyParcel uses the Salesforce Live Agent chat function. You can use it to chat with our Customer Service employees. Live Agent's [privacy statement](#) explains how they use the information.
- **Google Tag Manager.** Google Tag Manager allows us to collect data that we use for the purpose of statistical analysis.
- **WordPress.** With the cookies from WordPress we make sure that our online store is working properly.
- **Microsoft.** We use Microsoft cookies to allocate visits to our website across various servers, so as to ensure that our website remains available when there are large numbers of visitors.
- **Facebook Pixel.** Facebook Pixel's cookies enable us to see which content has been viewed on Facebook. Facebook's [privacy statement](#) explains how they use the information.

2. Analytical cookies: cookies for website analysis.

We use cookies to analyse how visitors use our website. This information enables us to improve our services, products and information. For example, we can see which information has been viewed on the website or app and which issues our customers are calling our Customer Service department about. We will then improve this information on the website, so that it's no longer necessary to call the Customer Service department regarding this issue. Your consent is not required for these cookies, as the purpose of these cookies is to improve the performance of the website. We do not share the data we collect through these cookies with other parties.

We use these cookies to store the following information:

- the amount of time you spend on our website;
- the type of device you are using, e.g. a computer, phone or tablet;
- the advertisement(s) which directed you to our website;
- the internet browser you use.

In addition, we may also test different designs of the website or our app.

Below is a list of systems we use to analyse the use of our websites. The following systems may be used to place cookies during your visit:

- **Adobe Analytics.** We use Adobe Analytics cookies to see how you use our website and app, which pages you view and which links you click when visiting our site.
- **Google Analytics.** Google Analytics cookies allow us to see which pages you view and which links you click. Google Analytics is designed in such a way as to keep the data anonymous. We do not use any other Google services in conjunction with Google Analytics cookies. Google's [Privacy Statement](#) tells you how Google uses the information.
- **Visual Website Optimizer.** If there is anything on our website or app we would like to change, we often conduct a test first to measure whether the change actually does constitute an improvement. Some of our visitors will then be shown a modified version of the website. Visual Website Optimizer's cookies ensure that you view the same version of the website each time.
- **Hotjar.** Hotjar's cookies allow us to anonymously record the behaviour of visitors to our website, such as mouse movements, scrolling and clicks.
- **Smartlook.** Smartlook's cookies allow us to anonymously record the behaviour of visitors to our website, such as mouse movements, scrolling and clicks.
- **NewRelic.** New Relic's cookies enable us to measure and improve the speed of our website.

3. MyParcel recommendations: cookies to give you personal advice.

We use these cookies to keep track of how you use our websites. For example, we can give you personal advice on our website, in our apps and by email. We only place these cookies if you give us permission to do so.

We may use cookies to personalise the content of our websites, apps and emails with information that suits you. To do so, we look at the following information, for example:

- which pages you view on our website;
- what you search for on our website;
- which products you view;
- which device you use to visit our website;
- which emails you read from us;
- where you click in our emails.

To determine which information suits you, we create different groups of users which are highly similar to each other – a process known as profiling. Business customers, for example, are interested in other products than consumers. This enables us to determine, for example, which products suit your needs and interests and which questions you might like to ask us.

NB: if you do not give permission for us to place these cookies, you may still see offers from us. We have not based these offers on your behaviour. Below is a list of systems we use to give you personal advice. The following systems may be used to place cookies during your visit:

- Innometrics
- Pardot
- Salesforce Marketing Cloud

4. Social media cookies: cookies to share job openings or web pages on social media.

If you would like to share a MyParcel web page or job opening on social media, for example via Facebook, WhatsApp, Instagram, Twitter, LinkedIn or Google, you can do so by clicking the social media button on the web page or next to the job opening. If you click the button, the various social networks will store cookies on your computer, phone or tablet. This is why we only use buttons if you give us permission to do so.

These cookies enable these social networks to see what you are doing on the internet. The types of cookies placed by these social networks and how long cookies are stored depends on the social network you are using. MyParcel has no influence on this.

We recommend that you read the privacy statements of Facebook, Google, LinkedIn and Twitter:

- [Facebook](#)
- [Google](#)
- [LinkedIn](#)
- [Twitter](#)

5. Advertising cookies: cookies to place advertisements

We use these cookies to view which pages you visited on our website. We use this information to post MyParcel advertisements relevant to your interests on other websites you visit. We work together with advertising partners such as Google and Facebook for this purpose. Through these partners, we can also search for other target demographics to whom our advertisements might be of interest. The advertising partners can use advertising cookies to track the other websites you are visiting. We only place these cookies if you give us permission to do so.

We measure how many people click on our advertisements and how many of them purchase our product or apply for a job. This is how advertising cookies help us to improve our digital marketing.

NB: if you do not give permission for us to place these cookies, you may still see offers from us. We have not based these offers on your behaviour. Below is a list of companies for which we might place advertising cookies. In addition, we might place advertising cookies from companies not yet included on this list.

- [DoubleClick \(van Google\)](#)
- [Google Adwords](#)
- [Google Dynamic Retargeting](#)
- [TradeDoubler](#)
- [TradeTracker](#)
- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)

For more information which data these companies process about you, please read their privacy statements. Privacy statements are subject to regular updates.