



# Cookie Policy

Prepared: [July 2017]



This Cookie Policy is set out by BLUESTER GMBH, Hagener Allee 70c, 22926 Ahrensburg, Germany. It applies to all the services provided by BLUESTER GMBH its affiliates and partners and sets out how cookies are being used and managed in relation to users of the [bluester] online website and/ or platform available under bluester.net its affiliated web- or microsites and is applicable also if the [bluester] online website and/ or platform its affiliated web- or microsites is/ are being used via a mobile device either through mobile applications or mobile optimized websites ('the sites').

Any changes to this Cookie Policy will be communicated by posting an amended and restated Cookie Policy on the [bluester] online platform. Once posted on the [bluester] online platform the new Cookie Policy will be effective immediately. Users agree that any use of the [bluester] online website and/ or platform available under bluester.net its affiliated web- or microsites, also used via a mobile device either through mobile applications or mobile optimized websites, is governed by the latest version of this Cookie Policy.

## 1. What are cookies?

Cookies are commonly used on websites to track site usage and trends, to improve quality of service, to enhance user's experience and to deliver third-party services connected to a website. Cookies are small text files which a website may put on your computer or mobile device when you first visit a site or page in order to remember your user preferences, help analyse the website's performance and to recommend content relevant to your visit. The cookie will help the website, or another website, to recognise your device the next time you visit. Most cookies won't collect information that identifies you, and will instead collect more general information such as how users arrive at and use websites, or a user's general location. A cookie cannot retrieve any other data from your hard drive or pass on computer viruses.

There are different type of cookies.

**First Party Cookies** - these are set by the website that is being visited and only that website can read them. In addition, a website might use a separate company to analyse how people are using their site. Such a separate company may set their own cookie(s) to do this.

**Third Party Cookies** - these are set by someone other than the owner of the website being visited.

**Advertising Cookies** - some websites use advertising networks to show specially targeted adverts when their sites are being visited. These networks may also be able to track browsing across different sites.

**Session Cookies** - these are stored while a website is being browsed. They get deleted from a user's device when his/ her browser is being closed, for e.g. Internet Explorer, Chrome, Firefox or Safari.

**Persistent Cookies** - these are saved on a user's computer. They do not get deleted when the user's browser is being closed. Persistent cookies are being used when it is needed to remember a user for more than one browsing session. For example, they are being employed to remember preferences set for a user's next visit to the sites, or to recognize a user once signed in to a site - all helping to enhance the user's experience of a site.



Cookies can be removed or blocked by using browser settings, but in some cases doing so may prevent a website from fully functioning. To find out more about cookies, including how to manage and delete them, you may visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## 2. Use and management of cookies

Cookies are being used to remember user's preferences and to tailor the sites to user's interests.

### *First Party Cookies*

### *Third Party Cookies*

- a) Some of the sites may contain content from other sites like for example YouTube, which may set their own cookies. BLUESTER GMBH has no control over third party cookies.
- b) Google Analytics is being used to help understand how users use the sites. Google Analytics cookies do not provide any personally identifiable information. They show how users arrived at the sites, if users have visited the sites before, how long they stay on the sites, and which pages on the sites they visited. Google Analytics cookies can also provide general information about where in the world a user may be located. This information helps to understand how people use the sites, and it gives information about the kind of experience people have on our sites, all of which helps to learn how to make the experience on the sites better.

To learn more about Google Analytics and user's privacy [click here](#).

### *Advertising cookies*

Advertising cookies are not being used.

### *Session Cookies*

### *Persistent Cookies*

The cookies being employed allow you to use all the different parts of [bluester]. Without them the services you have asked for cannot be provided. Cookies used do have or support the following functions:

#### Login

Remembering a user already logged in, allowing a user for example to navigate back within the portal without having to login again each time

- To collect information about which web pages visitors go to most often so we can improve the online experience.
- Error management to make sure that the website is working properly.
- Testing designs to help improve the look and feel of the website.



Any queries about cookies and this Cookie Policy may be directed to: [legal@bluester.net](mailto:legal@bluester.net) or  
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