

Cookie Policy – B2B website Eleven Sports

Eleven Sports, the operator of this website, uses cookies to optimise your browsing experience and to make the website more responsive to your needs and preferences. This Cookie Policy provides you with more information about the cookies we use on this website and how to change your cookie preferences.

What are cookies?

A cookie is a small file containing letters and numbers that is downloaded onto your computer when you visit certain websites. Like virtual house keys, cookies unlock a computer's memory and allow a website to recognise users when they return to a site by opening doors to different content or services. Like a key, a cookie itself does not contain any information, but when read by a browser, it can help a website improve the service provided. Other tracking technologies similar to cookies are also used and may include pixel tags and tracking URLs.

All these technologies are collectively referred to as "cookies" in this Cookie Policy. More information on the different types of cookies can be found below.

- *Temporary / Persistent cookies*

"Temporary cookies" or "session cookies" are cookies that are temporarily stored on your computer or mobile device during the browsing session and are deleted when you close your browser. "Persistent cookies" remain on your computer or mobile device after you close your browser and will recognize you when you revisit the website. These cookies are deleted after a certain expiration date.

- *First party cookies / Third party cookies*

"First party cookies" are cookies that are placed directly by the website operator and that can only be read by the website. "Third party cookies" are cookies that are placed on the website by third parties and/or used to send certain information about your visit to a third party. This happens, for example, because the website contains elements of other sites, such as images, social media plug-ins or advertising. When the browser or other software retrieve these elements from other sites, the cookies placed by those other sites are regarded as third-party cookies.

- *Essential cookies*

"Strictly necessary cookies" or "technical essential cookies" are essential to enable you to navigate on the website and use its features. Without these cookies, services you have requested, such as remembering your login details or the items in your shopping cart, cannot be provided. Strictly necessary cookies may be set without your consent.

- *Functional cookies*

"Functional cookies" remember choices you make, such as the country you are visiting our website from, language and search parameters such as size, colour or product line. These can then be used to provide you with an experience better suited to your selections and to make visits more customised and enjoyable. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites. Functional cookies may be set without your consent.

- *Statistical cookies*

"Statistical/analytical cookies" collect information about how people use our website. For example, we use google analytics cookies to help us understand how customers arrive at, browse on and use our site and to identify aspects we can improve, such as navigation, shopping experience and marketing campaigns.

- *Marketing and social media cookies*

"Advertising cookies" or "marketing cookies" and "social media cookies" collect information about your browsing behaviour to make advertising more relevant to you and to your interests. These cookies are placed only with your consent. You can give your consent via our cookie banner displayed on the landing page of our website. Please note that we track your consent with a functionality cookie; so you will see the cookie banner again if you delete cookies stored on your devices. They are also used to limit the number of times you see an ad and help measure the effectiveness of an advertising campaign. Cookies are usually set by third-party advertising networks. They remember the websites you visit and that information is shared with other parties, such as advertisers. These social media platforms may also use the information they collect through these cookies for their own purposes. You can always find more information about this in the privacy statement of the respective social media platforms.

List of cookies used on this website

Below goes a list of cookies we use on our website:

Cookie	Origin	Storage period	Description
Essential cookies			
session_id	First party	3 months	This cookie is used to identify the session using a unique identifier. This allows certain details of a session to be recorded.
Functional cookies			
frontend_lang	First party	session	Deze cookie slaat je taalvoorkeur op bij het gebruik van de website.
tz	First party	session	This cookie stores your language preference when using the website.
visitor_uuid	First party	12 months	This cookie identifies users on repeat visits.
Statistical cookies			
_ga	Third party	2 year	This cookie from Google Analytics distinguishes between users, for example between new users and returning users, by assigning each user a unique identifier. This unique identifier is used to generate statistical data on how the user uses the website.
ga*	Third party	13 months	This cookie from Google Analytics records and counts the number of page visits.
_gid	Third party	1 day	This Google Tag Manager cookie records users' use of the website by assigning a unique identifier and then generates statistical reports on users' overall use of the website. The purpose of these statistical reports is to optimise the operation of the website.
hjSessionUser#	Third party	1 year	This cookie from Hotjar is set when a user first lands on a page. The cookie stores the Hotjar User-ID that is unique to the website. The cookie ensures that data from subsequent visits to the same website is assigned to the same User-ID.
Marketing and social media cookies			
_ttp	Third party	13 months	This cookie from TikTok is used to measure and improve the performance of our advertising campaigns and to personalise the user experience (including ads) on TikTok.

_gcl_au	Third party	3 months	This Google cookie is set by Google AdSense to experiment with the efficiency of ads on websites using their services (conversion linking).
_tt_enable_cookie	Third party	13 months	This cookie from TikTok collects data on behaviour and purchases on our website to measure the effect of our ads. This tracking is used to evaluate and measure how different campaigns and marketing strategies perform on TikTok.

Use of web beacons.

Some of our web pages may contain electronic images known as web beacons (sometimes known as clear gifs or transparent gifs) that let us count how many users have visited these pages. Web beacons collect only limited information, including a cookie number, the time and date of a page view and a description of the page on which the web beacon is located. Our pages may also contain web beacons from third-party advertisers. Those beacons do not contain personally identifiable data and are only used to track the effectiveness of a particular campaign.

Uw cookievoorkeuren

When you first visit the website, we ask you for your cookie preferences via a cookiebanner.

You cannot refuse necessary cookies and functional cookies when you want to use our website. These will be set automatically when you visit and make certain use of the website.

Statistical cookies, marketing cookies and social media cookies are only set when you agree to them via the cookie preferences. You can decide whether to accept or refuse these types of cookies via the cookie banner. Refusing certain cookies means that some functions on the website will then not be available (e.g. displaying the same advertisements). Of course, you may continue to consult the website for information about our commercial B2B offers in the context of licences to broadcast sporting events.

You can change your cookie preferences at any time via your cookie preferences. Consult your browser settings if you want to know which cookies have been placed on your computer or mobile device or if you want to delete cookies. You can find more information on how to do this via these links:

[Firefox](#)

[Firefox \(mobiel\)](#)

[Chrome](#)

[Chrome \(mobiel\)](#)

[Safari](#)

[Safari \(mobiel\)](#)

[Internet Explorer](#)

[Microsoft Edge](#)

Updates

This Cookie Policy may be amended from time to time to the extent permitted in accordance with applicable data protection regulations. You can always access the most up-to-date version via the website.

Contact

In case you have any questions about the use of cookies on the website, you can always contact us by e-mail: b2b@elvensports.be.