



Cookie Policy

Version: September 2025

Defion uses cookies and other technologies. This cookie policy relates to: <https://www.defion.security>. In this cookie policy, we give you as much information as possible about our use of these technologies and the rights you have with respect to your personal data which are in our possession. We believe it is important that you have control over your online privacy. That is why we are clear about which cookies we use and what we use them for.

This is a statement about privacy and our use of cookies, etc.; this is not a contract or agreement. In our privacy statement, you can find more information about who we are, how to contact us and how we process personal data.

Defion is responsible for processing your data as described in this cookie policy. Defion is located at Signaalrood 25, 2718 SH Zoetermeer.

What are cookies?

Cookies are small text or other files which websites leave on your computer. These files are stored on your computer's hard drive. If you visit our website again, these cookies can then be sent back to us. In this way, we can retrieve information from other visits. In most cases, this information is used to optimise your experience on our website. Of course you can choose to disable the cookies.

Types of cookies

Defion uses functional, analytical and tracking cookies.

Functional cookies

The functional cookies make sure the website functions properly and that you can navigate smoothly through our website. These cookies can also be used to temporarily store data, enhancing the website's ease of use.

Non-functional cookies

In addition to functional cookies, we place analytical cookies by default. These are non-functional cookies because they are not needed for the website to work properly.

Only if you agree to the placing of cookies will we also place a number of other non-functional cookies. These all have different purposes and enable us to improve our services. For example, we use cookies to display social media buttons or to show relevant ads for our services on other websites.



Analytical cookies

Analytical cookies are used by Defion to analyse which pages on our website you visit at which times. The analytical cookies enable us to analyse and optimise the use of our website.

Using analytical cookies, we collect the following data, for example:

- The number of visitors to our web pages.
- How long a visitor spends on our site.
- What visitors search for (searches).
- Information about your browser and the device you are using to visit our website, such as operating system and screen size.
- How you got to our website (for example, because you clicked on an advertisement or on a link in an e-mail).
- The speed of our website within your browser. With this information, we can discover and resolve potential problems with the performance of our website in a timely fashion.

Defion uses Google Analytics, a service of Google Inc. Google Inc. is based in the United States and generates up-to-date insight into the use of the website by means of the Google Analytics services. Google Inc. also generates (anonymous) reports of website use. We cannot trace the statistics we collect to individuals.

We use Google Analytics in a privacy-friendly manner, as stipulated by the Data Protection Authority. This means that Defion has taken the following steps:

- We have concluded a processor agreement with Google;
- The IP addresses have been anonymised;
- Sharing data with Google is switched off; and
- Google is not permitted to use the data for other Google services.

You can also choose to take advantage of the Google Inc. opt-out, in which case your data will no longer be used by Google Analytics.

Marketing automation cookies (Pardot)

We use Pardot (pardot.com), a marketing automation platform provided by Salesforce, to support our marketing and communication activities. Pardot places cookies and similar technologies to understand how our website and email campaigns are used, for example which pages are visited and which links are clicked. We only place Pardot cookies after you have provided consent via our cookie banner. You can withdraw your consent at any time by adjusting your cookie preferences or using the unsubscribe link in our emails.

Data collected via Pardot are processed in accordance with applicable data protection laws. Where data are transferred outside the EEA, such transfers are covered by appropriate safeguards such as Standard Contractual Clauses.

Social media cookies

For certain parts of the website, we use social media cookies – for example, a Google map with interactive directions, a Facebook 'like' button or the option to share information such as blogs on social media (Facebook, Twitter, LinkedIn, Whatsapp). When you click on a social media button on our website, a social media cookie is placed. The social media party can recognise your IP address the moment you share part of our website or a video.

We recommend that you consult the following privacy and cookie statements on a regular basis:

- Facebook
- Google / YouTube
- Instagram
- LinkedIn
- Twitter



Ad cookies

We use online advertising to promote our services. We prefer to do so in the most targeted way possible, in order to show you the most relevant ads. For this we use Google Ads.

- These cookies allow us to:
- Keep track of which ads you have already seen. This prevents you from seeing the same ads too often.
- Keep track of how many visitors click on our ads.
- Keep track of how many visitors have contacted us or have downloaded content after clicking on an ad. That way, we can analyse how effective our ads are.

Even if you do not accept cookies, you may still encounter ads from us online. This is because not all of our ads use cookies. Cookies do enable us to show you ads which are relevant to you.

Embedded content

Content can be used which is hosted on other sites and accessed through our website – for example, YouTube or Vimeo videos. In a similar way to the social media buttons, these sites often use cookies.

Third-party cookies

The use of cookies by third parties is subject to the privacy and cookie policies of those third parties.

JavaScript

Besides cookies and Google Analytics, Defion also uses JavaScript. If your device does not support JavaScript, the website will not display properly.

Enabling and disabling cookies and deleting cookies

If you do not want the Defion website to save cookies on your computer, you can make this change yourself. You can adjust your browser settings so that you only accept functional cookies, or refuse all cookies or only third-party cookies. You can delete cookies which have already been placed by going to the settings of your web browser. For each browser you use, you can change these settings and you can do the same for each (other) device you use.

Changes to the cookie policy

We reserve the right to change the cookie policy at any time. We will notify you of any changes by posting the new cookie policy on this page. We advise you to check this cookie policy regularly for any changes. Changes to this cookie policy will take effect once they have been posted on this page.

Right to inspection and correction or deletion of your data

You have the right to ask for the personal data you have voluntarily provided or which we have obtained in another way. In order to prevent fraud, we may ask you to identify yourself. If you would like to know which personal data are linked to a cookie, you will need to send us the cookie(s) in question. Cookies can be found in your web browser's settings.

Contact

If you have any questions about this cookie policy, please contact Defion at privacy@defion.security.