Cookies on this website

A list of cookies that we use on this kbc.be domain website is provided for your information. It applies to all websites with 'kbc.be' in the address.

1. Essential cookies

The cookies that we consider as essential are used for:

- Monitoring fraudulent activity
- The proper functioning of the website at server level
- Enhancing performance and detecting errors
- Saving settings and preferences
- Supporting chat features (v24)

To this end, we collect data about the browsers and devices you use to visit this website, such as browser type and settings, device type and settings, network information, IP address, URLs, system activities, error reports, location data, dates and times.

The data is collected both temporarily (during this visit) and permanently (across visits).

In addition, essential cookies are mostly first-party cookies with the exception of the v24TestCookie..., which is a third-party cookie installed and managed by v24.

2. Anonymous analysis cookies

Adobe

- Purpose: Adobe Analytics is an analytical tool that we use for measuring how users utilise our websites and apps. The tool has a number of cookies for collecting data, including on the screens visited and average visit duration, without personally identifying users. We use that information to improve the functioning of this website.
- First-party cookies, demdex is the only third-party cookie placed and managed by Adobe
- Lifespan in your browser:
  - Session cookies: s_ppv..., s_sq
  - Persistent cookies with a maximum lifespan of two years: sat_track, s_ppn, s_uid, demdex
  - Persistent cookies with a lifespan of five years: s_vi, s_fid
3. Other non-anonymous cookies

Google

- Purpose:
  - We use DoubleClick to place advertisements for KBC products on other websites and to measure the efficiency of our advertising campaigns. These cookies not only enable this to be done in a more relevant way, they also improve the customer experience by suggesting products that are suitable for them.
  - We use YouTube to show relevant advertisements. These cookies enable us to do this more effectively and to improve the customer experience by suggesting products that are suitable for them.
- Third-party cookies placed and managed by Google
- Lifespan in your browser: persistent cookies with a maximum lifespan of two years, only the 'CONSENT' cookie's lifespan is longer (20 years)
- Cookies: test__cookie, DSID, IDE..., SID, SIDCC, AID, SSID,APISID, HSID, demographics, VISITOR_INFO1_LIVE, pref, LOGIN_INFO, YSC, CONSENT, SAPISID, ...

Adobe

- Purpose:
  - We use Adobe Target to test variations of web pages. The knowledge gained in this way is used to improve our websites.
  - We use Adobe Media Optimizer to purchase and manage advertisements and to find the best mix of advertisements.
  - We use Adobe Audience Manager to create target audiences. These are created using data we collect from our customers, as well as aggregated data gathered through third parties like Nielsen. This platform and the accompanying cookie lets us show selected target audiences relevant and specific direct marketing and communications on our own websites, on third-party websites, in e-mails and elsewhere. This is done using detected characteristics and interests of the relevant target audiences. When using this platform, we do our utmost to take account of the preferences and choices of those concerned (including personalised information and cookie consent).
- Third-party cookies placed and managed by Adobe
- Lifespan in your browser: persistent cookies with a maximum lifespan of two years
- Cookies: AMCV_, AMCVS_, subaudience, mbox, dextp, dstjs, _dp, optout, ev_sync_ax, everest_g_v2, ev_sync_dd, everest_session_v2, ...
Clicktale

- Purpose: the Clicktale software enables us to register the actions carried out by users on this website. To do this, we record individual visits to the KBC website that enable us to make general improvements to this website. We also ensure that personal data is rendered unrecognisable (anonymisation).
- First-party cookies
- Lifespan in your browser: persistent cookies with a maximum lifespan of one year
- Cookies: WR..., _CT_...

Adhese

- Purpose: We use Adhese's services to place advertisements for KBC products on other websites and to measure the efficiency of our advertising campaigns. These cookies enable us to do this in a more relevant way and to improve the customer experience by suggesting suitable products to them.
- Third-party cookies placed and managed by Mediahuis
- Lifespan in your browser: persistent cookies with a maximum lifespan of six months
- Cookies: adhese...

Appnexus

- Purpose: We use Appnexus' services to place advertisements for KBC products on other websites and to measure the efficiency of our advertising campaigns. These cookies enable us to do this in a more relevant way and to improve the customer experience by suggesting suitable products to them.
- Third-party cookies placed and managed by Appnexus
- Lifespan in your browser: persistent cookies with a maximum lifespan of six months
- Cookies: anj, sess, uuid2, ...

Facebook

- Purpose: We use Facebook's services to place advertisements for KBC products on other websites and to measure the efficiency of our advertising campaigns. These cookies enable us to do this in a more relevant way and to improve the customer experience by suggesting suitable products to them.
- First-party cookies placed and managed by KBC in collaboration with Facebook
- Lifespan in your browser: persistent cookies with a maximum lifespan of six months
- Cookies: fr..., ...
Kwanko

- Purpose: We use Kwanko’s services to place advertisements for KBC products on other websites and to measure the efficiency of our advertising campaigns. These cookies enable us to do this in a more relevant way and to improve the customer experience by suggesting suitable products to them.

- Third-party cookies placed and managed by Kwanko

- Lifespan in your browser: persistent cookies with a maximum lifespan of six months

- Cookies: Kwanko