

Museum
Leuven

M LEUVEN

COOKIES

Introduction

The new law regarding telecom came into force on 1 June 2012. This law obliges every website to mention the use of cookies. M's website (www.mleuven.be) also uses cookies.

What are cookies?

Cookies are tiny files that are saved to your computer to remember your preferences while you surf the web. Cookies never save data such as your name, address, age or other personal information. They only save your preferences and interests based on your surfing behaviour.

The use of cookies is safe. We think it is important that you know which cookies our website uses and the purposes for which they are saved because we aim to safeguard both your privacy and the user-friendliness of our website to the greatest possible extent.

Which cookies does this website use?

This website uses the following cookies:

→ Functional cookies

These cookies are necessary to enable you to surf the website properly. They enable you to use the functions of the website. Functional cookies also enhance the user-friendliness of the website by remembering your choices.

→ Performance cookies

Performance cookies collect anonymous information about the use of this website. This anonymous information includes, for example, the number of users, the time they spend on a webpage, error messages, and the way in which they find their way onto our website. To this end, we use Google Analytics. The information collected is used to make statistics, which provide crucial insight into the use of the website and enable us to further enhance the user-friendliness of the structure, navigation and content of the website. The statistics and additional reports are always anonymous and are never trackable to individual persons. For more information, read [Google's Privacy Policy](#).

→ Advertising cookies

Using the Google Tag Manager, we register your surfing behaviour after seeing adverts on Facebook. This cookie enables us to monitor and adapt our Facebook advertisements. This information is never stored by us. It is only added to the Facebook profile of the user. If you do not want advertisements to be displayed based on your anonymous online activities, you can deregister from numerous companies that engage in such matching activities. You can do so at <https://www.aboutads.info>, <https://preferences-mgr.truste.com/> or at <https://www.youronlinechoices.eu> if you are located within the European Union. If you deregister in this way, it does not mean that advertisements will no longer be shown. It only means that such companies will not show advertisements based on your activities and assumed preferences.

→ Additional cookies

Due to the way the internet and websites operate, we do not necessarily have insight into the way in which cookies are placed on our website by third parties. This is the case, for example, when our webpages contain so-called embedded elements; these are texts,

documents, images, or videos that are saved by a third party but that are shown on our website.

In the event that you encounter cookies that fall into this category and which we have not mentioned above, please let us know. Alternately, you can also contact the third parties directly to ask which cookies they use, the reasons they use them, and the ways in which they have guaranteed your privacy.

How you can manage your cookies?

The majority of browsers accept cookies automatically. If you do not want websites to place cookies on your computer, you can adjust your browser settings so that you receive a warning before any cookies are saved to your computer. You can also adjust your settings so that your browser rejects cookies (or rejects cookies from third parties). You can also remove the cookies that have been placed on your computer. Please note that you have to adjust your settings for each browser and computer that you use separately.

Please be aware that if you do not want to receive cookies, we cannot guarantee that our website will work correctly. It is possible that some website functionality will be lost or that you will not be able to see certain webpages at all.

The ways in which you can adjust your settings differ per browser. If necessary, you can consult your browser's help function:

- [Cookie settings Google Chrome](#)
- [Cookie settings Internet Explorer](#)
- [Cookie settings Firefox](#)
- [Cookie settings Safari](#)
- [Cookie settings Opera](#)

Updates

We will occasionally update our cookie policy because our website or legislation concerning cookies changes. We reserve the right to change the content of these policies and cookies at any time without prior warning. This version was last updated on 22.06.2018.