RN
REBEL NATION

Cookie Statement

Rebel Nation B.V. (RN), which includes Rebel Nation, Rebel Republic, Gin Republic, and Rebel-Events uses cookies and similar technologies on its website(s).

It goes without saying that we want to guarantee your privacy and optimise your user experience when you visit the RN Websites. Therefore, we feel it is important for you to know how we use cookies, which cookies we use, and why. Below, we've explained RN's use of cookies.

What are cookies?

Cookies are small, simple text files that are sent along when you visit the RN Websites and that your browser then stores on your computer's hard drive or in your computer or mobile device's memory. The next time you visit the RN Websites, the browser can then send this information back.

What are the other (similar) technologies?

JavaScripts and *web beacons* are standard Internet technologies that ensure, along with cookies, that a system can collect information (JavaScripts), can store this information in small, simple text files (*cookies*) and can then send them along (web beacons). Nearly all websites and apps use cookies and other (similar) technologies. By using cookies and other (similar) technologies, RN ensures, for example:

- That you have a better, easier surfing experience on the HEMA Websites and on the HEMA App;
- That you don't receive or have to enter the same information over and over when using the HEMA Websites and the HEMA App;
- That we can offer you special functionalities;
- That we can keep track of how people use the HEMA Websites and the HEMA App, and where improvements are required;
- That we can keep track of how often an advertisement is shown.

Consent

RNonly uses cookies and other (similar) technologies if you have consented to such use beforehand. You may freely decide to accept or refuse the use of cookies. You can also withdraw your cookie consent at any time. If you don't want to receive any cookies at all, you can set your browser to reject all cookies. Take note, however, that this will cause some functionalities to be disabled. However, you'll still be able to consult the RN Websites for information about our products and promotions. You can also set your browser to notify you when a website stores a cookie on your computer. We will explain this a little later on in the Cookie Statement.

Which cookies do we use?

RN uses different types of cookies. Below is an explanation of the cookies that we use and the purposes for which we use them.

Functional or essential cookies

Functional or essential cookies help the RN Websites to function properly. These anonymous cookies ensure, amongst other things:

- That your preferences, like your language, location and the chosen number of search results, are saved. These cookies also remember which articles you left in your shopping basket and the information that you enter in your (order) forms;
- That your browser settings are saved so that the RN Websites can be displayed optimally on your screen;
- That you can choose to save your login credentials so you don't have to enter the information every time;
- That you can make payments via the RN Websites;
- That it's possible to detect misuse or possible problems on our RN Websites and relating to other services. For example, registering the number of consecutive failed login attempts.

We do not require your consent to use these cookies. Therefore, you cannot refuse these cookies either.

Analytics

RN uses Analytics cookies to investigate how the RN Websites are used. Therefore, a permanent cookie is saved on your computer or mobile device. This gives RN insight into the manner in which and the frequency at which people use the RN Websites. This helps RN to make changes to its Websites. Therefore, we can ensure that the RN Websites work optimally.

RN processes anonymous statistics about the visits to the RN Websites. We use a web analytics system for this. For this, we also use software from third parties, like Google Analytics. The web analytics system saves at least the following information, via cookies:
- The IP address;
- Technical details, like which browser you are using (like Chrome, Safari, Internet Explorer or Firefox) and your computer screen's resolution;
- Which page directed you to the RN Websites;
- When and how long you visit or use the RN Websites;
- Whether or not you are using the functionalities of the RN Websites;
- Which pages on the RN Websites you visit.

By analysing your behaviour in response to our marketing statements and websites, we can better tailor our website and offers to your personal preferences. This entails profiling: profiling includes any form of automated data processing where we analyse certain personal aspects related to you, to be able to predict your personal preferences, interests and behaviour, etc. For this, we use information obtained via cookies and your account details, and (with your permission) information from other parties. For example:
- your most recently purchased articles
- the pages that you viewed on our websites
- the order of the articles on the product overview pages
- birthday discount codes
- ads of products that you viewed before

We analyse how effective our campaigns are, based on your behaviour. We look at your (re)actions to figure this out.

Third-party social media cookies
These are cookies that enable the functionalities of social media websites. One example would be Google maps, with an interactive route description and a 'like' button for Facebook or for the exchange of information, like sharing messages/posts and for watching videos via social media.
The RN Websites provide access to different social media sites, including but not limited to Facebook, Instagram, Twitter, Google+, LinkedIn and Pinterest. With these social media cookies, you can share or recommend information on the RN Websites with others. When you land on a page that displays a social media button, and you click on it, the social media party will save cookies on your computer or mobile device. These cookies serve to collect information about your browser and about the websites that you visited via your IP address.
The RN Websites display videos that originate from third parties, including YouTube, for instance. These third parties use cookies that make it possible to display these videos to you. Cookies may also be used to track your surfing behaviour across several websites and to build a profile of your surfing behaviour. The conditions that apply with these third parties govern the use of these third-party cookies and the data collected via such cookies. RN is not responsible for such third-party conditions. RN refers to the conditions of the following parties: Facebook, Instagram, Twitter, Google+, LinkedIn, Pinterest.

Advertisement cookies
RN uses these cookies to keep track of how many and which RN and/or third-party advertisements you have seen via the RN Websites.
RN uses so-called retargeting or remarketing technologies on the RN Websites. This way, we can present you with interesting and personalised offers. To do this, RN stores cookies that make it possible to track your surfing behaviour on the RN Websites and to create a profile of this behaviour.
RN can show you personalised advertisements on third-party websites, based on this profile. Conversely, this also applies to other parties, like media offices and advertising networks, that place advertisements on the RN Websites. They store advertisement cookies via the RN Websites.

Cookies for Websites recommendations, preferences and interests
These cookies remember your preferences and interests based on your website visits. Based on this information, we sometimes adjust the content of the RN Websites, at your next visit.

Reading information without the use of cookies
Apart from using and storing cookies, RN also reads information from your browser and mobile device, without the use of a cookie. Therefore, RN collects information about your computer and mobile device's (technical) characteristics and about the software that you use, like the type of operating system, the browser settings, the installed plug-ins, the time zone and the screen size. RN uses this information to be able to track your surfing behaviour and to tailor its services even better to your use.

Your cookie settings
We naturally handle the data we collect from you with the utmost care. You decide what we are able to monitor. With every visit to our website you can choose to accept or decline cookies.

Browser settings and deleting cookies
If you don't want websites to store cookies on your computer, you can change your browser settings to prevent this. In that case, you will be notified before cookies are stored. You can also change your browser settings, so your browser refuses all cookies or only third-party cookies. You can delete cookies that were previously stored.

Moreover, you can withdraw your cookie consent (for storing and reading cookies), at any time, through your browser's settings. Simply change these settings, so your browser no longer accepts cookies and/or deletes all cookies already stored. However, this may stop some parts of the RN Websites from working or may cause them to work inadequately. They way you'll change your browser settings differs per browser. We've explained this below, step-by-step.
How to delete cookies in Internet Explorer
Go to the menu Extra > Internet options > General. Click on Browsing history, Delete browsing history. You might not want to delete everything. Make sure, in any event, that you've selected Cookies and Delete.
How to delete cookies in Firefox
Go to Extra > Options > Privacy. Click on Clear recent history. You can stipulate exactly what to clear under Details. In any event, at least check Cookies. You can also stipulate the time range to clear. Choose 'All'.
How to delete cookies in Chrome
Click on the icon with the three dots at the top right. Click on More tools > Clear browsing data. In any event, ensure that you've checked 'Cookies and other site data'. You can also stipulate the time range to clear. Choose 'All'.
How to delete cookies in Safari
Click on the radar icon at the top right. Click on preferences, go to 'Privacy' and click on 'Remove All Website Data'. You can also click on 'Details' and delete selected data.

Changes
We will announce any changes to this Cookie Statement via the RN Websites.

Please read our Privacy Statement too