amdax

Cookie Statement

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Introduction

This Cookie Statement explains how Amdax B.V. ("Amdax", "we", "us") uses cookies and similar technologies on amdax.com and in the Amdax client platform. It supplements the Amdax Privacy Statement, which describes how we process personal data more generally.

Where cookies result in the processing of personal data, that processing is governed by Regulation (EU) 2016/679 (GDPR) and the Dutch Telecommunications Act (Telecommunicatiewet, article 11.7a).

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What cookies are

Cookies are small text files placed on your device when you visit a website. We also use related technologies such as pixels, tags and local storage. In this statement we refer to all of these as "cookies".

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Categories of cookies

We use three categories. Analytics and Marketing cookies are off by default and only set after you accept them.

Category	Purpose	Legal basis
Necessary	Required to operate the website and the Amdax platform (storing your cookie choice, bot protection, support chat, login sessions, security).	Legitimate interest / necessary for the provision of services
Analytics	Understand how visitors use the website and the platform, including session recordings (clicks, scrolling, heatmaps).	Consent

Category	Purpose	Legal basis
Marketing	Measure and improve advertising campaigns, including ad targeting and attribution across Meta, LinkedIn and Google.	Consent

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How consent works

4.1 Before you choose

No cookies are set before you make a choice, apart from the Necessary cookies listed above (including the support chat).

4.2 Making a choice

On your first visit you see a banner with three options: Accept all, Reject all, and Manage preferences. In Manage preferences you can accept or reject Analytics and Marketing separately.

4.3 Changing or withdrawing your choice

You can change or withdraw your choice at any time via "Cookie preferences" in the website footer. Withdrawing consent stops the relevant tags from firing and deletes the Google cookies. Cookies placed by HubSpot, Meta and Microsoft Clarity remain on your device until they expire or you delete them via your browser. We are working on extending automatic deletion to these providers.

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The cookies we use

The full list of cookies, including their names, providers, purpose and retention periods, is available on the website via the "Cookie preferences" panel. The main providers are:

- Google (Google Analytics, Google Ads, Google Tag Manager)
- Microsoft (Clarity)
- LinkedIn (Insight Tag)

- Meta (Meta Pixel, loaded through HubSpot)
- HubSpot (visitor analytics and attribution)
- Cloudflare (bot protection on HubSpot and LinkedIn domains)
- YouTube, via youtube-nocookie.com (embedded videos; only loaded after Marketing consent)
- Zendesk (support chat)

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Third-party providers and their role

For most providers listed above, Amdax is the sole controller and the provider acts as a processor under a data processing agreement. For three providers the relationship is different and we set this out below in line with articles 13, 26 and 28 GDPR.

6.1 Meta (Meta Pixel)

Amdax and Meta Platforms Ireland Limited act as joint controllers for the collection of event data via the Meta Pixel and its transmission to Meta. Meta acts as an independent controller for its own subsequent processing. The essential elements of this arrangement, including the allocation of GDPR obligations, are set out in the Meta Controller Addendum. The applicable terms are:

- Meta Business Tools Terms – https://www.facebook.com/legal/technology_terms
- Meta Data Processing Terms – https://www.facebook.com/legal/terms/dataprocessing
- Meta Controller Addendum (joint controllership for the Pixel) – https://www.facebook.com/legal/controller_addendum

6.2 LinkedIn (Insight Tag)

Amdax and LinkedIn Ireland Unlimited Company act as joint controllers for the collection of event data via the LinkedIn Insight Tag. LinkedIn acts as an independent controller for its own subsequent processing. The applicable terms are:

- LinkedIn Data Processing Agreement – https://legal.linkedin.com/dpa
- LinkedIn Marketing Solutions and the GDPR – https://www.linkedin.com/help/lms/answer/a1444756

6.3 YouTube (embedded videos)

YouTube videos are embedded via youtube-nocookie.com and only load after you accept Marketing cookies. Google Ireland Limited acts as an independent controller for the processing that follows. The applicable terms are:

- YouTube API Services Terms of Service – https://developers.google.com/youtube/terms/api-services-terms-of-service

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Transfers outside the EEA

Most of the providers above are established in, or form part of groups established in, the United States. Where personal data is transferred outside the European Economic Area, we rely on the EU–US Data Privacy Framework (for providers that are certified under it) and on the European Commission's Standard Contractual Clauses, supplemented where necessary with additional technical and organisational measures.

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Changes to this Cookie Statement

We may update this Cookie Statement from time to time to reflect changes in the cookies we use or in applicable law. The date at the top of this document shows when it was last updated.

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Contact

Questions about this Cookie Statement or about your rights under the GDPR can be sent to hello@amdax.com. The Amdax Privacy Statement explains how to exercise your rights and how to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).