

# GLOBAL COOKIE POLICY

## In Service Of U

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### In Service Of U

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## 1. Introduction

This Cookie Policy explains how **In Service Of U** (“In Service Of U”, “we”, “us” or “our”) uses cookies and similar technologies when you visit or use our website, online services, webshop, course platforms or other digital services.

We may serve customers worldwide. Therefore, different laws and regulations may apply depending on your country or region.

This Cookie Policy is intended to provide information about:

- what cookies are;
- which types of cookies we may use;
- why we use them;
- which third parties may place cookies;
- how long cookies may remain active;
- how you can manage your cookie preferences;
- and your rights regarding cookies and similar technologies.

This Cookie Policy should be read together with our **Global Privacy Policy**.

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## 2. What Are Cookies?

Cookies are small text files that may be stored on your computer, smartphone, tablet or other device when you visit a website.

Cookies allow a website to recognize your device and remember certain information.

Cookies may be used for purposes such as:

- making a website function correctly;
  - remembering preferences;
  - keeping items in a shopping cart;
  - securing online accounts;
  - analyzing website traffic;
  - improving website performance;
  - personalizing content;
  - measuring advertising;
  - and providing relevant marketing.
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### 3. Similar Technologies

In addition to cookies, we may use technologies such as:

- pixels;
- web beacons;
- tracking tags;
- local storage;
- session storage;
- device identifiers;
- software development kits (SDKs);
- conversion tracking technologies.

For simplicity, this Cookie Policy refers to cookies and similar technologies collectively as “**cookies**”, unless a distinction is necessary.

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## 4. Types of Cookies We May Use

Cookies used on our website may fall into several categories.

### 4.1 Strictly Necessary Cookies

These cookies are required for the website to function properly.

They may be used for:

- website security;
- login functionality;
- shopping carts;
- checkout;
- language preferences;
- session management;
- fraud prevention;
- load balancing;
- consent management.

Because these cookies may be necessary for the operation of the website, they may not require consent where applicable law permits their use without consent.

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## 4.2 Functional Cookies

Functional cookies allow the website to remember choices you make.

Examples include:

- language preferences;
- region;
- display settings;
- saved preferences;
- accessibility settings.

Where required by law, these cookies will only be placed after obtaining your consent.

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## 4.3 Analytics Cookies

Analytics cookies help us understand how visitors use our website.

They may help us understand:

- how many visitors use the website;
- which pages are visited;
- how long visitors remain on pages;
- how visitors navigate the website;
- which pages perform well;
- whether technical problems occur;

- and how we can improve our services.

Where required, analytics cookies will only be used after you have provided consent.

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## 4.4 Marketing and Advertising Cookies

Marketing cookies may be used to:

- measure advertising campaigns;
- understand interactions with advertisements;
- prevent repetitive advertising;
- measure conversions;
- personalize marketing;
- display advertisements that may be more relevant to you.

Where required by applicable law, we will obtain your consent before using these cookies.

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## 4.5 Social Media Cookies

Our website may contain features from social-media platforms.

These may allow third parties to place cookies or similar technologies on your device.

For example, this may occur when you:

- view embedded social-media content;
- interact with a social-media button;
- share content;
- view an embedded video;
- or otherwise interact with a social-media feature.

The relevant social-media provider may process information according to its own privacy policy.

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## 4.6 Course and Learning Platform Cookies

Where In Service Of U provides online courses, workshops or educational content, cookies may be used to:

- authenticate users;

- remember course progress;
  - maintain login sessions;
  - protect course content;
  - remember preferences;
  - provide course functionality.
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## 4.7 Shopping and E-Commerce Cookies

Where our website includes e-commerce functionality, cookies may be used for:

- shopping carts;
- checkout;
- product preferences;
- order processing;
- fraud prevention;
- payment functionality;
- remembering recently viewed products.

Some payment-related functionality may be provided by third-party payment processors.

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## 5. First-Party and Third-Party Cookies

Cookies may be placed by:

### **First-party providers**

These are cookies placed directly by In Service Of U or by services operating on our behalf.

### **Third-party providers**

These are cookies placed by external companies whose services are integrated into our website.

Third parties may include, depending on the services we use:

- analytics providers;
- payment providers;
- hosting providers;
- advertising platforms;
- social-media platforms;
- video providers;
- AI technology providers;

- course platforms;
- security providers.

The actual third-party providers used by In Service Of U may change over time.

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## 6. Consent

Where applicable law requires consent for non-essential cookies, we will request your consent before placing or using those cookies.

You may be presented with a cookie banner or consent management tool when you first visit our website.

Depending on your location, you may be able to:

- accept all cookies;
- reject non-essential cookies;
- select specific categories;
- manage individual preferences.

Your choice will be respected to the extent required by applicable law.

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## 7. Withdrawing or Changing Consent

You can change or withdraw your cookie preferences at any time, where applicable.

You can do this through:

**[[Cookie Settings](#) / [Privacy Settings](#) link]**

You may also manage cookies through your browser settings.

Please note that disabling certain cookies may affect the functionality of our website.

For example, disabling essential cookies may prevent:

- checkout;
- login;
- shopping-cart functionality;
- course access;

- account functionality;
- or other essential features

from operating correctly.

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## 8. Browser Cookie Controls

Most modern browsers allow you to control cookies through their settings.

You can generally:

- block cookies;
- delete existing cookies;
- receive notifications when cookies are placed;
- block third-party cookies;
- allow cookies only from certain websites.

The exact procedure depends on your browser.

Common browsers include:

- Google Chrome;
- Apple Safari;
- Mozilla Firefox;
- Microsoft Edge;
- Opera.

Browser-based cookie controls do not necessarily replace a legally required website consent mechanism.

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## 9. Do Not Track

Some browsers and devices provide “Do Not Track” or similar signals.

Because there is currently no universal technical standard for interpreting all such signals, our website may not respond to every Do Not Track signal in the same way.

Where applicable law requires us to recognize legally defined privacy signals, we will do so.

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## 10. Cookies and Personal Information

Some cookies may collect information that can be considered personal information.

Examples may include:

- IP addresses;
- online identifiers;
- device identifiers;
- browsing activity;
- account identifiers;
- advertising identifiers.

When cookie-related information constitutes personal information, it will be handled in accordance with our **Global Privacy Policy** and applicable privacy laws.

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## 11. International Privacy Laws

Because In Service Of U serves customers worldwide, different privacy and cookie laws may apply.

Depending on your location, this may include legislation such as:

- the EU General Data Protection Regulation (GDPR);
- the ePrivacy framework;
- the UK GDPR and UK Privacy and Electronic Communications Regulations;
- U.S. state privacy laws;
- California privacy legislation;
- Canadian privacy legislation;
- Australian privacy legislation;
- Brazilian privacy legislation;
- other applicable local privacy laws.

The availability of cookie choices and the legal basis for cookies may therefore vary depending on your location.

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## 12. European Economic Area and United Kingdom

Where applicable, non-essential cookies and similar technologies will generally only be used after obtaining the required consent.

Consent must be:

- freely given;
- specific;
- informed;
- unambiguous;
- and capable of being withdrawn.

We will not treat your continued browsing alone as consent where applicable law requires an affirmative consent mechanism.

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## 13. United States

Depending on your state of residence, you may have additional privacy rights relating to:

- cookies;
- targeted advertising;
- sale or sharing of personal information;
- profiling;
- cross-context behavioral advertising.

Where applicable, we will provide the legally required choices and disclosures.

California residents may, for example, have rights under the California Consumer Privacy Act (CCPA), as amended.

Where applicable, additional information or opt-out mechanisms may be provided through our privacy settings.

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## 14. Canada

Where Canadian privacy legislation applies, we will process information collected through cookies in accordance with applicable Canadian privacy requirements.

Where consent is required, we will obtain appropriate consent before using non-essential tracking technologies.

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## 15. Other Countries

Customers in other jurisdictions may have additional rights concerning cookies, tracking technologies and online identifiers.

We will comply with mandatory local requirements that apply to our activities.

Where local law provides stronger rights than those described in this Cookie Policy, the applicable mandatory local law will prevail.

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## 16. Third-Party Services

We may use third-party services that place or access cookies.

These may include services for:

- website analytics;
- advertising;
- payment processing;
- video hosting;
- social media;
- security;
- customer support;
- course delivery;
- website performance;
- marketing automation.

The identity of the providers may change as our services evolve.

We will maintain an up-to-date cookie list or cookie-management interface where appropriate.

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## 17. Current Cookie List

The following table can be used as the basis for our cookie inventory.

| Cookie / Technology | Provider        | Purpose               | Category  | Duration   |
|---------------------|-----------------|-----------------------|-----------|------------|
| [Cookie name]       | In Service Of U | Website functionality | Necessary | [duration] |

| <b>Cookie / Technology</b> | <b>Provider</b> | <b>Purpose</b>      | <b>Category</b> | <b>Duration</b> |
|----------------------------|-----------------|---------------------|-----------------|-----------------|
| [Cookie name]              | [Provider]      | Analytics           | Analytics       | [duration]      |
| [Cookie name]              | [Provider]      | Preferences         | Functional      | [duration]      |
| [Cookie name]              | [Provider]      | Advertising         | Marketing       | [duration]      |
| [Cookie name]              | [Provider]      | Conversion tracking | Marketing       | [duration]      |

**Important:** This table must be replaced with the actual cookies and technologies used on the In Service Of U website.

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## 18. Cookie Duration

Cookies may be:

### **Session cookies**

These generally expire when you close your browser.

### **Persistent cookies**

These remain on your device for a predetermined period or until they are deleted.

The duration varies depending on the purpose and provider.

We aim to retain cookies and similar identifiers only for as long as reasonably necessary for their intended purpose, subject to applicable law.

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## 19. Security

We take reasonable technical and organizational measures to protect information collected through our website.

However, no online technology can be guaranteed to be completely secure.

Third-party providers may also process information under their own security practices and privacy policies.

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## 20. Children's Privacy

Our website is not specifically directed at children unless expressly stated otherwise.

We do not knowingly use cookies to collect personal information from children where such collection would require parental consent under applicable law without obtaining the required consent.

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## 21. Links to Other Websites

Our website may contain links to third-party websites.

Once you leave our website, the cookie and privacy practices of the third party may apply.

We recommend reviewing the privacy and cookie policies of those websites.

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## 22. Changes to This Cookie Policy

We may update this Cookie Policy from time to time.

Changes may be necessary because of:

- new technologies;
- new cookies;
- changes to our website;
- changes to third-party providers;
- changes in legislation;
- changes in privacy requirements;
- changes to our services.

The latest version will be published on our website.

Where required by law, we will request renewed consent when material changes require it.

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## 23. Contact

If you have questions about our use of cookies or similar technologies, please contact:

**In Service Of U**

Jollemanhof 42

Jollemanhof 42 - Amsterdam

The Netherlands

**Privacy e-mail:** [privacy@inserviceofu.com](mailto:privacy@inserviceofu.com)

**General e-mail:** [info@inserviceofu.com](mailto:info@inserviceofu.com)

**Telephone:** +31 626590825

**Website:** [www.inserviceofu.com](http://www.inserviceofu.com)

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## 24. Effective Date

**Effective from:** august 22, 2026

**Last updated:** august 22, 2026

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**In Service Of U**

*Serving people worldwide — with respect for privacy.*