

Cookie Policy – Installix

Last updated: 06-05-2025

This website uses cookies and similar technologies via **Google Tag Manager (GTM)**. This policy explains which cookies we use, for what purposes, and how you can manage your preferences.

1. What are cookies?

Cookies are small text files stored on your device when you visit a website. They allow us to remember your preferences, analyze website traffic, and improve marketing performance.

2. What types of cookies do we use?

We use cookies via Google Tag Manager for the following purposes:

a) Functional cookies

These cookies are essential for the basic functioning of the website and cannot be turned off.

Examples:

- Cookie preference storage
- Session management

b) Analytics cookies (Google Analytics)

These cookies collect anonymized data about website usage, helping us improve our services.

Details:

- Set via Google Tag Manager
- IP addresses are anonymized
- No connection to other Google services (e.g., no remarketing)

These cookies are only loaded after you give consent.

c) Marketing cookies (Google Ads)

These cookies help us measure the effectiveness of our ads and optimize campaigns.

Details:

- Google Ads Conversion Tracking
- Potential remarketing tags (optional)
- Set via GTM

These cookies are only placed with your explicit consent.

3. Adjusting your preferences

When you first visit our site, we display a cookie banner that lets you choose:

- **Functional (always on)**
- **Analytics (optional)**
- **Marketing (optional)**

You can change your preferences at any time by clicking the "Cookie settings" button at the bottom of the page.

4. Cookie retention periods

- Session cookies expire when you close your browser.
- Google Analytics and Ads cookies may remain active for up to 2 years, depending on your settings.

5. Removing or blocking cookies

You can manually delete cookies via your browser settings or configure your browser to block all cookies. Note that this may impact the proper functioning of the website.

6. Contact

For questions about this policy or your data rights:

Tidal Staffing B.V.

Operating under the name Installix

Email: privacy@installix.nl

Chamber of Commerce: 91350182