

# Cookie Policy

This Cookie Policy explains how The Kingfish Company N.V., Kingfish Zeeland B.V., Kingfish Maine, Inc, and affiliates and subsidiaries (collectively "**Kingfish**", "**we**", "**us**", and "**ours**") use cookies and similar technologies to recognize you or distinguish you from others when you visit our websites (including <https://www.the-kingfish-company.com/>, <https://nl.kingfish-zeeland.com/>, <https://www.kingfish-maine.com/>, <https://dutch-yellowtail.com/>) ("**Websites**"). Please note that Kingfish operates and owns other websites and we recommend that you visit the Cookie Policy on the relevant website to understand about how specific cookies are used on that website.

Cookies help us to provide you with a good experience when you browse our Websites and also allows us to improve our Websites. This policy explains what these cookies are and why we use them, as well as your rights to control our use of them. For additional information regarding our privacy practices, please visit <https://www.the-kingfish-company.com/>.

## What are cookies?

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

## Why do we use cookies?

We use first party cookies (cookies set by Kingfish) and third party cookies (cookies set by someone other than Kingfish) for the reasons set out in this policy. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. The Websites cannot function properly without these cookies. Other cookies are optional and either allow us to provide enhanced functionality or personalize elements of our Websites to you, or enable us to analyse how users interact with our Websites and target the interests of our users in order to, more generally, enhance your experience. Third parties will also serve cookies through our Websites for functionality, analytics, advertising, and other purposes. This is described in more detail below.

## Types of cookies we use, and how you can control them

The specific types of first and third party cookies served through our Websites and the purposes they perform are described in the paragraphs that follow.

Essential website cookies. Essential website cookies are strictly necessary to provide you with services available through our Websites and to use certain features, such as to

access secure areas. As a result of the essential nature of essential website cookies, they cannot be refused. You can, however, block or delete them by changing your browser settings as described below under the sub-heading, “Controlling Cookies.” Performance and functionality cookies.

Performance and functionality cookies. Performance and functionality cookies are used to enhance the performance and functionality of our Websites but are non-essential to their use. Without these cookies, certain functionality (like videos) may become unavailable.

Analytics and customization cookies. Analytics and customization cookies collect information that is used in an aggregate, anonymous form to help us understand how our Websites are being used, or to help us customize our Website to fit your preferences. This information is used for statistical purposes only and it is not our intention to use such information to personally identify any user. However, if you have registered and signed into this Website, we may combine this information with information from our web analytic services and cookies to analyse how you use this Website in more detail.

Advertising cookies. Advertising cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Social networking cookies. Social networking cookies are used to enable you to share pages and content that you find interesting on our Websites through third party social networking websites. These cookies may also be used for advertising purposes.

A list of the main cookies used by us on this Website together with details about what each is used for can be found in the Cookie Details section below.

## **Controlling Cookies?**

You have the right to control and manage cookies in various ways. Please bear in mind that blocking or refusing cookies can impact your user experience, and parts of our Websites may no longer be fully accessible.

Most web browsers will allow you to see what cookies you have and delete them on an individual basis or block cookies from specific or all websites. For more information on how to modify your browsers settings to block or filter cookies, please see [www.aboutcookies.org](http://www.aboutcookies.org) or [www.cookiecentral.com/faq](http://www.cookiecentral.com/faq). In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

Our Websites also use Google Analytics, a popular web analytics service offered by Google. You can opt-out of having your anonymized browsing activity within websites recorded by Google Analytics by clicking on the following link:

<http://www.google.com/analytics/learn/privacy.html>.

## **Cookies and personal information**

When you visit our Websites, we automatically collect information about you and your use of the Websites, which happens through the storage of different cookies. We collect information about which type of browser and search words you use, operating system, device, including your network location and information about your computer. We also collect information about what you click on within our Websites and how you navigate our Websites. Cookies may, depending upon the circumstances, allow us to identify you indirectly when the collected information is combined with other information. While we do not actively engage in such practices, were we to make such an identification, we would treat this information as personal information in accordance with our Privacy Notice. Please see this policy document for additional information regarding our processing of personal information.

## **What about other tracking technologies, like web beacons?**

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Websites or opened an e-mail that we have sent them. This allows us, for example, to monitor the traffic patterns of users from one page within our Websites to another, to deliver or communicate with cookies, to understand whether you have come to our Websites from an online advertisement displayed on a thirdparty website, to improve site performance, and to measure the success of e-mail marketing campaigns. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning. You can delete the pixel by deleting the email. If you do not wish to download the pixel to your computer or other device, you can ensure this by selecting to receive emails from us in plain text rather than HTML, not opening the email in your browser, and not opening pictures or images in your email. Alternatively, you can unsubscribe from our mailing list by clicking "unsubscribe," "opt-out," or similar link in the marketing emails.

## **Do you serve targeted advertising?**

Third parties may serve cookies on your computer or mobile device to serve advertising through our Websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that

you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements through them using cookies or web beacons to collect information about your visits to this and other sites. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

### **How often will you update this Cookie Policy?**

We may update this Cookie Policy from time to time by posting a copy on our Websites in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore re-visit this Cookie Policy regularly to stay informed about our use of cookies and related technologies. The date at the top of this Cookie Policy indicates when it was last updated. If you do not agree with any aspect of the updated Cookie Policy, you must immediately notify us and cease using our Websites.

Where can I get further information? If you have any questions about our use of cookies or other technologies, please write to The Kingfish Company N.V., Legal Department, Oost-Zeedijk 13, 4485 PM Kats, the Netherlands, or send an email to [privacy@kingfish-zeeland.com](mailto:privacy@kingfish-zeeland.com)