

Cookie statement Translink

This cookie statement has been updated on July 1st 2024

Translink believes that it is important to treat and secure your data, when you visit our websites/ apps, with utmost care. Translink processes your (personal) data in line with the requirements of the General Data Protection Regulation (GDPR) and the Dutch Telecom law (Tw).

This cookie statement relates tot he following websites: www.translink.nl, www.ovpay.nl, zelfregelen.ovpay.nl, www.ov-chipkaart.nl, www.ovpay.app.

What is a cookie?

A cookie is a small text file which is being stored on your device (such as a computer or smartphone) by the website/ app you are visiting. The next time you are visiting the same website/ app cookies ensure the recognition of your device and allow for reading the cookie(s) present on your device. You therefore e.g. do not need to repeatedly fill in your information or adjust your preferences/ settings. Cookies remember these settings.

When we discuss cookies, we also mean other comparable technologies such as flash cookies, java script, pixel tags, browser-fingerprinting and other techniques which involve the storing and reading of data on the device of a user.

Most cookies have a storage limitation. This means that after a certain period the cookie automatically expires and no longer processes data of your website-/ app visit. The storage periods are mentioned in the cookie table at the website.

Different kind of cookies

Technical and functional cookies are necessary to ensure a well functioning, user-friendly website/ app. These also store information regarding your look-and-feel preferences. Furthermore, these remember the products in your online shopping basket, your language preferences and log-in details. These cookies also allow for basic functionalities such as page navigation and access to secured website pages. Technical and functional cookies may Translink use without your consent.

Analytic cookies are used to analyse the usage of a website/ app, so quality and effectiveness of it can be improved. Examples are measure the numbering of visitors, the duration of the visit, the sequence of visited pages and the kind of device and internet browser being used. Translink is able to improve her services and information on the website due tot his information. Analytic cookies may only be stored or read without consent if these have a limited impact on your privacy.

Marketing (tracking) cookies are used to track search and surf behaviour of users of a website/ app (and at websites and apps of others) and are meant for commercial purposes. These cookies also allow for creating profiles of users. Marketing cookies allow the website owner and/ or advertisers at a website to show personalised advertising and/ or customised content based on your surfing and searching. Marketing cookies may only be stored or read with your consent.

Social media cookies (buttons) are used at a website/ app to redirect a user, when clicking on such a button, to a social media network (e.g. LinkedIn). This network then stores cookies at the device of the user. It differs per social media network which cookies are stored, the information the network is collecting and the purpose of using that information.

Translink has no influence on this. To protect your privacy, our websites only use so called 'grey' (non-active) social media buttons. Only when you click such button, the social media network will store cookies on your device. Social media cookies can only be stored with your consent. However, if a user is already logged-in on a social network and then uses a social media plug-in cookie, the user does not have to consent.

Cookies and websites of external parties

Translink uses social media buttons on its websites. If you like to share news from our website via social media or you like to follow us via social media, you can do this by clicking the social media button at our website.

This cookie statement does not apply to websites of external parties to which we refer at our website. Translink is also not responsible for how external parties process your personal data. We advice you to read the privacy and cookie statement of external parties, available at their website, before using their social media buttons or websites.

Cookies we use

Per website/ app we state in a (pop-up) table which cookies Translink uses, which kind of data we process, how long we store cookies, why we do this and if transfer data to other parties.

Legal ground for using cookies

Translink has for using technical, functional and analytic cookies a legitimate interest, being the website/ app functioning as sound as possible, optimising it and improving the user-friendliness and to measure and improve the impact of emails sent. The impact on your privacy as a visitor is then limited. Translink always asks for your consent for marketing cookies.

Questions and exercising your GDPR rights

Trans Link Systems B.V. (Translink) (PO box 1808, 3800BV Amersfoort) is the controller for the usage and processing of personal data by cookies.

If you have any questions regarding the cookies Translink uses or do you want to object the usage of cookies, please contact us by sending an email to fg@translink.nl.

Do you want to exercise your right of access, rectification or erasure, please contact us by sending an email to privacy@translink.nl. We respond as quickly as possible. More information regarding exercising your rights are available via our [privacy statement Translink](#) (Dutch only), [privacy statement OVpay](#) or [privacy statement OV-chipkaart](#).