Cookie Statement Torenvliet Yamaha Center Amsterdam B.V.

What are cookies?

Cookies are small text files that a website stores on your computer, tablet or phone. We also use techniques similar to cookies, such as Google code that sends data to Google. In this statement, we refer to all of these as “cookies”.

Your choice

On your first visit, you choose which cookies you allow: Accept all, Reject all or per category. Necessary cookies are always on. Statistics and Marketing are off until you turn them on.

You can change or withdraw your choice via “Cookie preferences” at the bottom of every page. We remember your choice for 180 days; after that, we ask again. We also record your choice as proof of consent, with a random number and without your IP address. More information is available in our privacy statement. We will also ask for your choice again if we make material changes to this statement.

Which cookies we use

Cookie	From	Purpose	Retention
Necessary			
lcc_consent	Yamaha Center Amsterdam	Remembering your cookie choice, with a random consent ID	180 days
woocommerce_cart_hash, woocommerce_items_in_cart	Yamaha Center Amsterdam	Shopping cart	Session
wp_woocommerce_session_*	Yamaha Center Amsterdam	Shopping cart and checkout	2 days
wordpress_logged_in_*, wordpress_sec_*	Yamaha Center Amsterdam	Staying logged in to your customer account	Session, or 14 days with “Remember me”
__cf_bm	Cloudflare	Distinguishing bots from visitors	30 minutes
Statistics			
_ga, _ga_XMLSMFHT24	Google Analytics	Counting visitors and sessions	2 years
Marketing			
_gcl_au, _gcl_aw	Google Ads	Measuring which ad led to a request or order	90 days
Cookies on Google domains, such as IDE	Google Ads	Remarketing: showing ads to previous visitors	Up to 13 months

Cookie	From	Purpose	Retention
utm_source, utm_medium, utm_campaign, utm_term, utm_content, gclid, handl_landing_page, handl_original_ref, handl_ref, handl_url, handl_ip, email, username	Yamaha Center Amsterdam (HandL UTM Grabber)	Remembering which campaign or website brought you here; stored with a request or order	30 days
sbjs_*	Yamaha Center Amsterdam (WooCommerce)	Recording the source of an order	Session, up to 30 minutes
WebwinkelKeur cookies	WebwinkelKeur	Showing the review widget	8 months
YouTube, Vimeo and Google Maps cookies	Google, Vimeo	Showing videos and maps	See the privacy statement of that service
Session and location cookie, Facebook and Google code	Vanclaes	Trailer configurator; uses your IP address for your location	See the Vanclaes privacy statement

Videos, maps and the configurator only load once you allow Marketing or click “Load once”. Load once applies only to that one item and does not change your choice.

Enhanced conversions

With consent for Marketing, our website sends your email address to Google Ads after a quote request or order, and for orders also your phone number. Your browser first makes this data unrecognisable (hashed). This does not use a cookie, but it is covered by your choice for Marketing. More information is available in our privacy statement.

After withdrawing your consent

If you turn a category off, the website deletes the cookies of that category that it can read itself and reloads the page. Cookies on other parties’ domains, such as Google, can only be deleted by your browser. We cannot retrieve data that has already been sent.

Questions

Please send any questions about cookies to info@yamahacenteramsterdam.nl. If you see a cookie that is not listed here, please let us know.

This cookie statement applies from 18 November 2026 and replaces the cookie policy of 24 May 2018.