

# Cookie Policy

## Our policy and liability

This cookie policy explains what cookies are, how we use them and why. You should read this policy to understand what type of cookies we use, what information we use cookies to collect and how we use that information. This cookie policy applies to all IKEA websites and the IKEA app in Belgium.

For more information about how we use, store and protect your personal data, see our [privacy policy](#). This policy also sets out your rights with respect to the personal data you share with us. If you have any questions about this cookie policy, contact:

### Address:

IKEA Belgium N.V.  
Attn: Privacy Department  
Service Office  
Weiveldlaan 19  
1930 Zaventem

Email: [privacy.belgium@ikea.com](mailto:privacy.belgium@ikea.com)

The cookies we use at [www.ikea.com/be](http://www.ikea.com/be) are managed by IKEA Belgium N.V. (enterprise number: 0425.258.688) ("IKEA"), with head office at Weiveldlaan 19, 1930 Zaventem. Unless we tell you differently, IKEA is the "data controller" of all your personal data collected, processed and stored by IKEA. The cookies used at [www.ikea.com](http://www.ikea.com) are managed by Inter IKEA Systems B.V. and are outside the scope of our responsibility.

## What are cookies?

IKEA uses cookies and other technologies on the website [IKEA.com/be](http://IKEA.com/be) and in the IKEA app. Cookies are small text files that are stored in your browser cache and/or on the device you use to visit our website, such as a computer, tablet, smartphone or smartwatch. "Cookies" also mean other technologies, such as tracking pixels (hyperlinks to remote image files that copy information), tags (small strings of code that send and process information) and JavaScript (a computer programming language that can read and process the stored information).

Cookies are used to identify you and your browser, for example. This is convenient, because you don't need to enter your details, set your preferences or change your settings every time you visit. It helps us improve our website and better understand visitor behaviour too. And third parties can develop a better understanding of your browsing behaviour, enabling them to offer you personalised ads across multiple websites and disable ads you will probably not be interested in. You will still see ads if you do not accept cookies, but they may be less appropriate to you as they are not tailored to your personal preferences and online browsing behaviour. When you sign in to the IKEA Family website your data is linked to your profile.

We respect your right to privacy, so you can choose what type of cookies you accept. Strictly necessary cookies are activated when needed without your consent. More information about this is set out in this policy.

Cookies do not compromise the security of your device; they cannot be used to install viruses or spyware. They do have an impact on your privacy if you consent to their activation.

A distinction is made between first-party cookies and third-party cookies. First-party cookies (also known as "persistent cookies") are the cookies that are placed by the website you visit. These are often needed for the website or website functions to work properly. To remember your language, store and other preferences when you return to the website, say.

Third-party cookies are typically tracking or targeting cookies that are not placed by the website you visit. These are most often used to serve up targeted ads or collect information about your browsing behaviour. We always ask your consent before activating these cookies.

### **How and why do we use cookies?**

The IKEA website uses cookies and comparable technologies. The information that is collected is analysed for various purposes, particularly to optimise your browsing experience (by showing you products that may interest you most, say), to track the use of the website by our customers and to understand the preferences of our customers (such as country and choice of language). We also use cookies to collect aggregated website traffic and interaction data to enable us to identify trends and generate statistics to improve our website.

In particular, we use tracking pixels in the emails we send you. This tells us whether you open the email we send you, which helps us gauge whether the information is interesting to you.

We use a data management platform to collect information, including how our websites and other digital contact points are used. This information is used to create target groups for marketing and online advertising purposes. The goal is to ensure that we advertise relevant products and services at the right time. Target groups may be based on interests (such as kitchen products) or demographic data (age), say. We will also link profiles from various devices when you are signed in to your IKEA account.

In our case, we use cookies when we ask for your postcode. Based on this information, we can provide information that is useful to you while you use our websites or apps, such as stock availability in your region or whether an article can be delivered where you are. This information is necessary to be able to provide a high-quality service to you and for our own logistical needs. We inform you that the postcode will not be linked to other personal data, which will be processed on the basis of legitimate interest. This cookie will be stored in your browser cache for no more than six months and in the IKEA app until the app is deleted. We inform you that you can clear this cookie in accordance with the stipulations of this policy.

We use cookies when you access your IKEA account using your email address or phone number and your password and select the “Remember me” option, which keeps you signed in to ikea.com/be so you do not need to sign in every time you visit IKEA websites. In this case the retention term is 12 months.

### **Which cookies?**

We use the types of cookies stated below. Here, we clarify the purpose of each category of cookies, giving some examples.

In our cookie banner you can click “cookie details” to see a list of cookies included in each category.

#### **- Strictly necessary cookies (always active)**

These cookies are required for the website to work properly. For example, they ensure the right information is displayed every time you visit our website. They are typically only activated in response to a user service request action, such as setting your privacy preferences, ordering products, signing in to your account or filling out forms.

We do not need to ask for your consent for these cookies, as they have little or no impact on your privacy. In your browser settings you can block these cookies or force your browser to ask whether you want to accept them. Please note that in this case some parts of the website will not work as intended. These cookies do not store any information than can identify you personally.

Examples:

- Remembering the items on your shopping list or your shopping bag.
- Calculating the number of visitors to our website to ensure adequate capacity.
- Ensuring specific services work properly, such as payment services.

- Performance cookies (analytical cookies)

These cookies are used to gather information about how our website is used. For example, how often our website is visited, which page you access first when visiting our website and which pages get the most clicks. This helps us improve the performance of our website. All collected data is anonymised. The website should still work properly if you block these cookies but we will not know that you visited the website.

Pixels or comparable technologies that are used by IKEA have the same purpose as performance (analytical) cookies and so are used in the same way.

Examples:

- Remembering sign-in details so you don't need to enter them again every time you open a page.
- Protecting the sign-in process and your details once you have signed in.
- Ensuring consistency of the website layout.
- Making our live chat available on certain webpages.

- Functional cookies

These cookies enable websites to offer improved functionality and personalisation. They can be placed by us or by third parties whose services we have added to our webpages. These cookies help us support you in a live chat, for instance, so we can respond faster and more directly when you visit certain webpages. These cookies enable us to track your browsing on our website, so we and third parties can display personalised content. These cookies also allow us to conduct A/B testing. In A/B testing we show two different versions of the same page or function to different users to see which version performs best (generates more clicks, say). This version is then shown to everyone to optimise the website based on actual user behaviour. We ask for your consent before placing these cookies. Without these cookies certain parts of the website will not function optimally.

Examples:

- Improving the user experience.
- Upgrading website functionality, for example by ensuring users can easily find what they are looking for.

- Advertising (targeting) cookies

These cookies enable us to follow your browsing on our website and other digital channels. This allows us and third parties to show you personalised content. Among other things we use a data management platform for this. We can create a customer segment based on your interests inferred from the information provided by these cookies. We link this information to your IKEA Family profile when you are signed into the IKEA Family website and we can link your profile to the different devices you use.

Social media plug-in cookies are used to display social media content on our website. These cookies can also be placed by our advertising partners through our website. They use the unique identifiers of your browser and device to present you with personalised ads.

We ask for your consent before placing this type of cookies.

Examples:

- Sending information to other websites and social media channels for ads.
- Showing you ads that are better tailored to your profile and browsing history.
- Reminding you of items in your shopping bag.

**Retention term**

Many cookies are “session cookies”, which disappear when you close your browser. Other cookies have a longer life, remaining on your device or in your browser cache for up to 12 months after your most recent visit to the website.

We use local storage technology to offer certain services on websites. This technology is used to save data in the user’s browser cache rather than on the website owner’s server. In the event of local storage, the user must clear their browser history. How they do this depends on the browser.

How do you manage cookies?

When you visit our website for the first time, you will be asked to choose between accepting all cookies, accepting only strictly necessary cookies or reviewing your cookie settings. You can access these settings at any time by clicking “cookie settings” at the bottom of the page. There, you can also see what types of cookies we use and what we use them for, and choose which types you want to activate. You can change your cookie settings at any time. This includes withdrawing your consent. If you no longer wish to receive personalised marketing and ads you can decline advertising cookies [here](#).

If you have accepted third-party cookies but now wish to clear them, you can use the tools that are offered by your specific browser to deactivate those cookies.

If you wish to learn more about the cookies placed on your device or wish to clear them, you can do this in your browser settings. Follow the relevant links below to see how you can do this. There are various options. You can accept all cookies; you can only accept cookies from certain websites; or you can block all cookies.

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<a href="#">Firefox</a>	<a href="#">Chrome</a>	<a href="#">Safari</a>	<a href="#">Internet Explorer</a>
<a href="#">Firefox (mobile)</a>	<a href="#">Chrome (mobile)</a>	<a href="#">Safari (mobile)</a>	<a href="#">Microsoft Edge</a>

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If you’re using a different browser, check [www.allaboutcookies.org/manage-cookies](http://www.allaboutcookies.org/manage-cookies) to see if the procedure for your browser is included. This website is in English only.

Blocking cookies may impact your browsing experience. In general, this impact can be negative. For example, you may not be able to add articles to your shopping cart or buy anything online.

Updates to the cookie policy

This cookie policy may be updated at any time. The date of the most recent update is stated at the bottom of this document. We will always ask for your consent if we wish to use cookies for purposes other than those to which you have consented.

Most recent update: 30 May 2026