

# Privacy Statement Linksome

Version: 7 october 2021

Your privacy is very important to Linksome. We use the utmost care when processing and securing personal data. In doing so, we adhere to the applicable privacy regulations. You can read about how we do this in this privacy statement. We also inform you about your rights. We therefore recommend that you read this privacy statement carefully.

We have the right to revise this privacy statement from time to time. We therefore advise you to consult this privacy statement on a regular basis to be sure that you have the most recent version. If we make comprehensive changes to our privacy statement, we will inform you of that fact via our website. This statement was most recently amended on 18 September 2020.

## To whom does this privacy statement apply?

This privacy statement applies to Linksome's clients and contacts, as well as users of [www.linksome.me](http://www.linksome.me) and the social media channels it uses.

## Our contact details:

Linksome B.V.  
Aanwas 35  
4704 SC Roosendaal  
Chamber of Commerce number 81574878  
[info@linksome.me](mailto:info@linksome.me)

## Provision of personal data in connection with services and the delivery of products

### - in connection with services and supply of products

When you enter into an agreement with us, we ask you to provide personal data. These data are used to be able to perform the service(s) and deliver products. The data are stored on Linksome's own secured servers or those of a third party. We will not combine these data with other personal data in our possession.

### - for communication

It is possible that we will retain any e-mails, messages, documents or images you send to us. Sometimes, we may ask for personal details that are relevant to a particular situation. This enables us to answer your questions and/or process your requests. We will not combine these data with other personal data in our possession. These data will never be shared with third parties without your explicit consent.

### - for using our website

Our website uses cookies (small text files that are stored on your device/computer) that help the website analyse how users use the website. The cookies used contain primarily analytical information regarding the visit.

The provision of your personal data is not based on a statutory obligation. In other words, you are not legally obliged to share your personal data with us. However, when we enter into an agreement with you, we need certain personal data from you to perform this agreement. If you do not provide us with this personal data, we simply cannot enter into an agreement with you and we cannot perform services for you. Additionally, if you wish to use our website, we may also require certain personal data from you. If you do not provide this data, we cannot guarantee that our website will work properly.

### **for processing purposes**

We process the personal data we receive exclusively for the following purposes:

- We use your name and address, telephone number, e-mail address, Chamber of Commerce details, VAT registration number, and IBAN details to correspond with you and send you quotations, invoices and other documents that are necessary for the agreement or the performance thereof.
- We use your name and address and your e-mail address for purposes such as sending you business gifts, inviting you to certain events, sending newsletters, or to display marketing or other advertisements. If you no longer wish to receive these communications you can unsubscribe at any time by clicking the link at the bottom of every e-mail.
- If we send you an evaluation form and you complete this, we will process your name, e-mail address, and other personal data from the form for the purpose of improving our service.

### **Cookie policy**

Linksome uses cookies on the website. Cookies are small text files that are stored on your computer when you visit this website. This enables the processing of data, for example, regarding the effective operation of our website, which links you click on, and which data you have submitted or downloaded. We cannot trace this data to you personally. These cookies are on by default when the website is used. You can remove these cookies at any time you wish. When a visitor first uses the website, these cookies are off by default. Consult the help section in your browser. If you change your settings, certain functions may no longer be available.

### **Google Analytics**

We use Google Analytics, a product of the American company Google, to gather statistics regarding the use of our website. To that end, Google stores analytical cookies in your browser and presents us with anonymised information that provides us with insight into how our visitors use our website. Google can provide this information to third parties if Google is required to do so by law, or in so far as such third parties process the information on Google's behalf. This is why we have concluded a processing agreement with Google. Google may not use the information it obtains through this agreement for other Google services or any other purpose. We have also disabled the setting that forwards IP addresses to Google via Google Analytics. You can find out more information about the [Google Analytics privacy policy here](#).

### **Social Media (Facebook, Facebook Pixel, Instagram, Pinterest and Vimeo)**

We use cookies from Facebook, Facebook Pixel, Instagram, Pinterest and Vimeo, as well as buttons (social plug-ins as part of social media) to be able to promote or share pages and advertisements on the Facebook, Instagram and Pinterest social networks. These buttons are created using code provided by Facebook, Instagram and Pinterest themselves. We also use 'adjusted target groups' via Facebook which are composed based on either website use or an e-mail address. E-mail addresses are provided and anonymised to create target groups which we want to approach with our advertisements via Facebook. To this end, we then receive reports containing anonymised data. Advertisements, including personalised advertisements, may be displayed on these platforms. We do not forward any personal data for this purpose unless you have given us your unambiguous consent. You are also linked to Vimeo's servers when you visit our website. Vimeo then receives information about the pages you visited on our website as well as your IP address and other information. This occurs even if you have not registered with Vimeo or you do not have an account with Vimeo. As a result, cookies and other data are placed on our website. This privacy statement does not apply to these social network websites. Read the privacy statements of [Facebook](#) , [Instagram](#) , [Pinterest](#) and [Vimeo](#) to read about how they process your personal data received on the basis of this code. Please do so regularly because their privacy statements may be amended at any time.

### **Third Parties**

We do not share your data with third parties unless you have given us your express consent to do so. Nor will we sell your data to third parties. However, we may engage third parties to process certain personal data under our supervision and responsibility. We will enter into a processing agreement with these third parties. These third parties may then not process personal data in any way other than instructed by us.

## **Retention period**

When we store your personal data, we do so for a period of 12 months, calculated from the time we receive the data. Unless we have entered into an agreement with you. In that case, of course, we need your personal data to perform that agreement. We will keep your personal data for up to one year after the termination of that agreement unless there is a legal obligation to keep them for a longer period.

## **Websites of third parties**

This privacy statement does not apply to websites and services of third parties that are affiliated to our website via links. We cannot guarantee that these third parties will handle your data in a responsible and secure manner. We advise you to read the privacy statement of these third parties before you use their website or their services.

## **Your rights**

### **How to ask questions**

If you have questions regarding our privacy statement, or questions regarding accessing, changing or deleting personal data, you can contact us at any time by telephone, e-mail or post.

### **Right to access and rectify**

You always have the right to access your personal data that we process. At your request, you will receive an overview of your personal data that we have processed. If your personal data that we have processed are incorrect, you have the right to have these rectified. If you are of the opinion that the personal data are incomplete for the purpose for which they are processed, you can have them rectified by sending us a statement to that effect.

### **Right to be forgotten**

You have the right to have us delete your personal data that we process. At your request, we will comply with this request as soon as possible.

### **Right to restriction of processing of personal data**

Instead of the deletion of your personal data, you also have the right to request us to restrict the processing of your personal data. This means that during the period of restriction, we will not use the personal data, or will only use part of the personal data. You have the right to restriction when:

- You contest the accuracy of the personal data we process and we are verifying the accuracy of the personal data;
- The processing of your personal data is unlawful, but you oppose the deletion of your personal data;
- We no longer need your personal data, but you do need them in the context of a legal claim;
- You have objected to our processing of your personal data, and the question of whether our interests in processing outweigh your interests in objecting thereto is being investigated.

When processing has been restricted, we will only process those personal data for which we have your consent or which personal data are necessary for a legal claim. Furthermore, we will not restrict processing when processing is necessary for the rights of other individuals or for other compelling reasons. We will inform you when the restriction will be lifted.

### **Right of data portability**

You may wish to transfer your personal data that we process to another party. At your request, we will comply with this wish. In that case, you may choose to receive the data, or to have these transmitted directly to the other party.

### **Right to object**

You have the right to object to the processing of your personal data by us. In the event of an objection, we will cease the processing of your personal data unless we have compelling legitimate grounds for continuing the processing of your personal data and those compelling grounds outweigh your interests. In the context of a legal claim, we may also have a ground for not ceasing processing.

When we use your personal data for direct marketing purposes, such as for offers by e-mail, you may object to this (opt-out). In that case, we will cease using your personal data for these direct marketing purposes.

#### **Withdrawing consent for data processing**

You have the right to withdraw your consent to the processing of your personal data by us at any time. At your request, we will then stop processing your personal data. Please note: withdrawing your consent does not have retroactive effect.

#### **Automated decision-making**

We do not use automated decision-making that has legal consequences for you or that may otherwise significantly affect you.

#### **Complaint to the Dutch Data Protection Authority**

If you have a complaint about how we process your personal data, you may always contact us. We will then try to resolve the issue together with you.

However, you also have right to lodge a complaint with the Dutch Data Protection Authority Please visit the website of the Dutch Data Protection Authority (<https://autoriteitpersoonsgegevens.nl/nl>), to read how to do this.