

# STUDIO PIETBOON

## Studio Piet Boon Privacy and Cookie Statement

18 May 2018

Studio Piet Boon is committed to your privacy. When you use services of Studio Piet Boon, request a brochure, ask a question, register for our newsletter, apply for a job or lodge an application for a project, you entrust your data to us. We accordingly comply with privacy law. This means that your data are safe with us and that we handle them confidentially. It is our responsibility to clarify exactly what information we collect and what we do with that information. Although we have tried to keep things as simple as possible, we have to use terms such as cookies, IP addresses, pixel tags and browsers. If they are unfamiliar to you, we recommend that you look for and read information about those key terms elsewhere first.

### What data does Studio Piet Boon process?

Depending on your contact query or the service that you order from us, Studio Piet Boon may process the following personal data:

- Your first name and surname
- Your gender
- Your location details
- Your date of birth
- Your address details
- Your telephone number
- Your email address
- Data about your website activities
- Your IP address and
- Your bank account number or other personal data that are actively provided, for example when entering into a commissioning agreement with you or when performing assignments in respect of that agreement.

### Why Studio Piet Boon needs data

Studio Piet Boon processes your personal data in order to:

- be able to contact you by telephone to respond to a question from you;
- be able to contact you in writing (by email and/or by post) should you be unavailable by telephone;
- provide you in writing (by email and/or post) with the brochure or information that you requested;
- contact you by telephone or in writing (by email and/or by post) if necessary for Studio Piet Boon to carry out the service ordered by you;
- perform a commissioning agreement entered into with you;
- send newsletters (by email and/or post) for which you have registered to you;
- to provide you, with your consent, on the basis of the data you share with us and if relevant, with newsletters, annual wishes, press releases and to invite you to special events; and

- offer adverts for our Studio Piet Boon and Piet Boon products in keeping with your preferences, which are based on your browsing behavior on the Studio Piet Boon website.

### **Under the age of 16**

Studio Piet Boon has no intention of collecting data of individuals younger than 16 years. Because we cannot verify whether a website visitor is younger than 16 years, we recommend that parents/guardians are involved in the online activities of their children to prevent personal data of children from being collected without parental consent. If you are convinced that we have collected personal data of a minor without your consent, please contact us at [t.swerink@pietboon.com](mailto:t.swerink@pietboon.com).

### **How long does Studio Piet Boon keep your data?**

Studio Piet Boon keeps your personal data only for as long as is strictly necessary to achieve the purposes for which your data were collected. If Studio Piet Boon enters into a commissioning agreement with you, those data need to be stored in any event to comply with the legislation and regulations applicable, for example audit, accounting and statutory retention periods. If, after an initial contact, no further correspondence is exchanged, your personal data are stored for a maximum of one year.

### **Sharing with third parties**

Studio Piet Boon provides your personal data only to third parties with a need to know those data in order to perform the agreement and to comply with any statutory requirement. In that case, third parties process those data expressly on the basis of our instructions and in accordance with our Privacy Statement. We enter into processing agreements with the relevant third parties to ensure an identical level of security and to safeguard the confidentiality of your data. In all other cases, we provide your data to third parties only with your express consent.

### **Tracking website visits**

Studio Piet Boon's website records general visitor data, including your computer's IP address, the time of your query as well as data sent along by your browser. Those data are used to analyze your visitor and click behavior on the website.

Studio Piet Boon uses the information to improve the operation of the website. Those data are anonymized to the greatest extent possible.

### **Cookies**

First, cookies are used that are necessary for the technical operation of the website. In addition, Studio Piet Boon uses cookies for statistics to collect anonymous data about the use made of the Studio Piet Boon website. This helps Studio Piet Boon optimize the website. Website adverts posted by Studio Piet Boon or parties contracted by Studio Piet Boon may contain pixel tags. These pixel tags record the number of times an advert is viewed. No privacy-sensitive data are collected in that process.

In addition, Studio Piet Boon uses marketing cookies to track your browsing behavior. On the basis of this information, Studio Piet Boon requested your consent to use the non-technical cookies when you first visited the website. You may withdraw your consent by changing your browser settings so that non-technical cookies will no longer be stored. In that case, you will no longer be able to use all functionalities of the Studio Piet Boon website and your experience of the Studio Piet Boon website may be disappointing.

### **Google Analytics**

Studio Piet Boon uses Google Analytics to track how users use the website and how effective AdWords ads of Studio Piet Boon and Piet Boon products are on Google's search result pages.

The information thereby obtained, including your computer's IP address, is transferred to and stored by Google on servers in the United States. Please read Google's privacy policy for more information. You will also find the Google Analytics Privacy policy there.

Google uses that information to track how a website is used to be able to provide reports on the website to Studio Piet Boon and to offer information to advertisers on the effectiveness of their campaigns.

Google may provide that information to third parties if Google is legally required to do so or to the extent that those third parties process information on Google's behalf. Studio Piet Boon has no control over that processing.

Studio Piet Boon has not given Google permission to use Analytics information that is obtained via Studio Piet Boon for other Google services.

### **Access to, correction or erasure of data**

You have the rights of access to, correction and erasure of your personal data that are in Studio Piet Boon's possession. You may withdraw your consent for the processing of your data by Studio Piet Boon at any time. You may send a request to get access to, to correct or to have your data erased or to withdraw your consent to [t.swerink@pietboon.com](mailto:t.swerink@pietboon.com).

Studio Piet Boon will respond to your request as quickly as possible, but in any event within four weeks.

In addition, you will have the possibility of filing a complaint with the Dutch Data Protection Authority if you believe that Studio Piet Boon has processed your data unlawfully.

### **Security**

Studio Piet Boon takes the protection of your data seriously and adopts suitable measures against improper use, loss, unauthorized access, undesired disclosure and unauthorized changes. The website of Studio Piet Boon uses a reliable SSL Certificate, to ensure that your personal data do not fall into the wrong hands.

In addition, we ensure that servers and devices of employees are equipped with up-to-date security software (including a virus scanner and firewall) and we make sure that data are sent only through secure Internet connections. Employees having access to personal data are given training on how to handle those data carefully.

If you are under the impression that your data are not protected adequately or there are signs of improper use or if you wish to obtain more information about the security of personal data collected by Studio Piet Boon, please contact Studio Piet Boon on [t.swerink@pietboon.com](mailto:t.swerink@pietboon.com).

If you have any questions or want to know what exactly we collect about you, please contact Tamara Swerink: [t.swerink@pietboon.com](mailto:t.swerink@pietboon.com) / +31(0)20 722 00 20

Studio Piet Boon does not rule out any further expansion or amendment of the above privacy and cookie statement. Studio Piet Boon therefore asks you to visit this page regularly and

take note of the information. if Studio Piet Boon makes drastic additions or amendments, these will be actively and clearly communicated.