

# Privacy Statement of Pionative

28 February 2022

During the processing of personal data Pionative works conform the requirements of the applicable data protection legislation, like the General Data Protection Regulation. This means we:

- **clearly specify our purposes** before we process personal data, by using this privacy statement;
- **limit our collection of personal data** to only the personal data needed for legitimate purposes;
- first **ask for explicit permission** to process your personal data in cases where your permission is required;
- take **appropriate security measures** to protect your personal data and we demand the same from parties who process personal data on our behalf;
- **respect** your right to access, correct or delete your personal data held by us.

Pionative is the party responsible for all data processing. In this privacy statement, we will explain what kind of personal data we collect and for which purposes within our website [www.pionative.com](http://www.pionative.com). We recommend that you read it carefully.

If you have any questions regarding the processing of personal data, you can find the contact details of Pionative at the end of this privacy statement.

## **Sending newsletters**

We have a newsletter to inform those interested on news, tips and information about our products and services. Your e-mail address is added to the list of subscribers, only with your permission.

For this purpose, we use your email address. We do this on the basis of your consent. We store this information for one month after you cancelled your subscription.

You may cancel your subscription to our newsletter at any time. Each newsletter contains a link to unsubscribe from our newsletter.

## **Contact form**

You can use our contact form to ask questions or make any request.

For this purpose, we use your email address, message you wish to send to us, Voornaam and Achternaal. We need this data because of our agreement with you. We store this information until we are sure that you are satisfied with our response.

## **Statistics and profiling**

We keep statistics on the use of our website. These statistics help us to, for example, only show you information that is relevant to you. We may combine personal data to get to

know more about you. We will of course respect your privacy at all times. If you do not want us to do these statistics, please let us know.

For this purpose, we use your IP address. We have a legitimate interest in doing this. We store this information for one year.

### **Promotion**

Other than the advertisements on the website, we can inform you about new products or services:

- by e-mail

You can object at all times against this promotional communication. Every e-mail contains a cancellation link.

### **Providing data to third parties**

Except for the parties necessary to deliver the above mentioned services, we do not under any circumstance provide your personal data to other companies or organisations, unless we are required to do so by law (for example, when the police demands access to personal data in case of a suspected crime).

Our website features social media buttons. These buttons are used by the providers of these services to collect your personal data.

### **Statistics**

We keep statistics on the use of our website.

### **Cookies**

Our website makes use of cookies. Cookies are small files in which we can store information, so that you do not have to fill in that information again. We can also use them to see whether you are visiting us again.

The first time you visit our website, we will show you a notification explaining our cookies and ask for your permission for the use of these cookies.

You can disable the use of cookies through your browser setting, but some parts of our website may not work properly as a result of that.

We made arrangements with other parties who place cookies through our website. Nevertheless, we cannot fully control what they are doing with their cookies, so please read their privacy statements as well.

### **Google Analytics**

We use Google Analytics to track visitors on our website and to get reports about how visitors use the website. We accepted the data processing agreement from Google. We do allow Google to use information obtained by Analytics for other Google services, and we don't anonymize the IP-adresses.

## **LeadInfo**

We use the lead generation service provided by Leadinfo B.V., Rotterdam, The Netherlands, which recognizes visits of companies to our website based on IP addresses and shows us related publicly available information, such as company names or addresses. In addition, Leadinfo places two first-party cookies for providing transparency on how our visitors use our website and the tool processes domains from provided form inputs (e.g. "leadinfo.com") to correlate IP addresses with companies and to enhance its services. For additional information, please visit [www.leadinfo.com](http://www.leadinfo.com). On this page: [www.leadinfo.com/en/opt-out](http://www.leadinfo.com/en/opt-out) you have an opt-out option. In the event of an opt-out, your data will no longer be used by Leadinfo".

## **Security**

We take security measures to reduce misuse of and unauthorized access to personal data. We take responsibility in the security of your personal data. We renew our security measures to ensure safe storage of personal data and keep track what might go wrong.

## **Changes to this privacy statement**

We reserve the right to modify this statement. We recommend that you consult this statement on a regular basis, so that you remain informed of any changes.

## **Inspection and modification of your data**

You can always contact us if you have any questions regarding our privacy policy or wish to review, modify or delete your personal data.

You have the following rights:

- Right of access: you have the right to see what kind of personal data we processed about you;
- Right of rectification: you have the right to rectify any personal data we have processed about you, if this information is (partially) wrong;
- Right to complain: you have the right to file a complaint against the processing of your personal data by us, or against direct marketing;
- Right to be forgotten: you can file a request with us to remove any personal data we have processed of you;
- Right to data portability: if technically possible, you have the right to ask us to transfer your processed personal data to a third party;
- Right to restriction of processing: you can file a request with us to (temporarily) restrict the processing of your personal data.

If you exercise any of the rights mentioned above, we might ask to identify yourself with a valid ID, to confirm it is your personal data. If so, it is important that you hide your social security number and photo.

We will usually respond to your request within one month. This term can be extended if the request is proven to be complex or tied to a specific right. You will be notified about a possible extension of this term.

**Complaints**

If you want to file a complaint about our use of personal data, please send an e-mail with the details of your complaint to [info@pionative.com](mailto:info@pionative.com). We will look into and respond to any complaint we receive.

If you think that we are not helping you in the right way, you have the right to file a complaint at the authority. For The Netherlands, this is the Autoriteit Persoonsgegevens.

**Contact details**

Pionative  
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