

Privacy Regulations of DAY Creative Business Partners

We use a number of definitions in our Privacy Regulations that can be used in the singular or plural:

Cookie: a small file that is placed via an internet site on (the IP address of) your computer which records information about your visit to the **DAY Creative Business Partners** internet site;

Regulations: these Privacy Regulations;

Privacy legislation: the Act Implementing the General Data Protection Regulation (AVG: *de Algemene Verordening Gegevensbescherming*).

1. Explanation of the Regulations

DAY Creative Business Partners may not automatically process the data you provide. The privacy legislation is intended to protect the privacy of individuals. This Act restricts the permitted use of your personal data by others. Acting on this legislation, **DAY Creative Business Partners** has the duty towards its clients to:

- inform them of the way in which and the purpose for which data are processed by **DAY Creative Business Partners**;
- state who is allowed to view the data;
- request permission to process certain data.

DAY Creative Business Partners considers your privacy important. That is why **DAY Creative Business Partners** explains in these Regulations how it deals with your data, what the purpose is of its use, and for the processing of which data **DAY Creative Business Partners** must explicitly request your permission.

2. The personal data DAY Creative Business Partners uses and the purpose of such use

DAY Creative Business Partners may and (possibly) will process your data if you are or will become a client of **DAY Creative Business Partners**, if you are (family of) an employee of **DAY Creative Business Partners** or if you are a business relation of **DAY Creative Business Partners**. **DAY Creative Business Partners** collects your name, telephone number and email address. When you are an employee, your address, social security number (*BSN-nummer*), photo, financial details (including IBAN-number) and a copy of your identification are also being processed. These data enable us to:

- finalise the contract clients conclude with **DAY Creative Business Partners** financially and administratively;
- provide our services;
- reach clients or interested parties if this is necessary;
- develop/further optimise our services;
- comply with our obligations as an employer.

IP addresses/cookies

DAY Creative Business Partners keeps IP addresses of clients or prospective clients who visit the website. These data enable us to:

- register which internet site/internet pages you visit;
- improve the functionality and contents of the website;
- keep track of the subjects or applications in which prospective clients are interested;
- ensure that you do not constantly receive the same information;
- improve the range of products.

Explanation of the placement of cookies

When you visit our website cookies are automatically placed that allow us to keep certain information up to date on the basis of your IP address. This concerns, for example, information on how often you visit our website and in which topics you are interested. For more information, we refer you to our cookie policy on the website.

There are different types of cookies. **DAY Creative Business Partners** needs your permission to place certain cookies. This permission is obtained by **DAY Creative Business Partners** by asking for your consent once, when you visit our website for the first time. You can withdraw your permission for the placement of cookies by changing the settings in the browser you are using.

3. Provision of personal data to third parties

DAY Creative Business Partners does not provide any personal data to persons or businesses outside the **DAY Creative Business Partners** organisation, unless:

- this is required by a statutory provision;
- this is necessary to perform a contract that **DAY Creative Business Partners** has concluded with you;
- you have given permission to do so, for instance when you give permission to place cookies (we refer you to our cookie policy).

4. Obligations/secured access/confidentiality/retention period

DAY Creative Business Partners processes your personal data only in accordance with the law. This implies, among other things, that the data are processed only for the purpose of which they are obtained and in a proper/careful manner, in accordance with the law and these Regulations.

Your personal data can be accessed only by the staff of **DAY Creative Business Partners**, unless stated otherwise in these Regulations. All your personal data are protected by **DAY Creative Business Partners** against unauthorised access. This protection consists of:

- having a personal password for each employee to log in to the digital system;
- the staff of **DAY Creative Business Partners** having a duty of confidentiality with respect to all personal data provided to **DAY Creative Business Partners**;
- technical measures taken by **DAY Creative Business Partners** in accordance with the law, to secure the system it uses against external data breaches.

Your personal data will be kept no longer than necessary for proper administration and/or other defined goals. **DAY Creative Business Partners** saves the personal data as long as necessary to properly carry out business operations, taking into account a reasonable period of time. If so, **DAY Creative Business Partners** will comply with the prescribed statutory retention period.

5. Your rights as a person concerned

- The right to be informed. You have the right to know whether and which personal data of you are processed and for what purpose.
- The right of inspection. You have the right to view and copy these data, provided that the privacy of another person is not thereby impaired.
- The right to correct and remove. You have the right to correct, change or delete data. The right to (partially) remove your data can only be met if the retention of the data is not of considerable interest to another person and if there is no law that prescribes that the data must be saved.

- The right of resistance. In certain cases you have the right to oppose the processing of your data.
- The right of data portability. You have the right to receive your personal data that is stored and transfer it to another organization.
- The right to a human eye in case of automated decisions. When an automated decision is about to be made, you have the right to have the decision taken by human intervention.

If you want to exercise your rights, you can state this by sending an email to amsterdam@day.nl. If your request is rejected, the reason of the rejection will be explained to you. One reason may be that your file contains information that is or may be important for another person. You will receive notice from **DAY Creative Business Partners** within one month of receipt of your request.

If you have a complaint about the processing of your personal data, you can also contact **DAY Creative Business Partners**. **DAY Creative Business Partners** will together with you attempt to solve the problem.

Do you have (other) comments/questions/suggestions? You can also contact us for these matters.

DAY Creative Business Partners will of course handle the personal data provided in this context also confidentially and carefully.

Our current contact details can be found on the website of **DAY Creative Business Partners**.

Privacy Regulations of **DAY Creative Business Partners** version July 2018

Cookiestatement

What are cookies?

We use cookies on our website. A cookie is a simple small file that is sent together with pages from this website and is stored by your browser on the hard disk of your computer. The stored information can be sent back to our servers on a next visit.

Analytic cookies

These cookies are used to analyse which part of the website you have visited and which part you are thus interested in. By doing this we can customize our services on the surfing behaviour of our customers. These cookies are automatically deleted when you close your web browser.

Tracking cookies from our advertisers

We ask you to consent to place a cookie on your devices from our advertisers, which can be used when you visit a website from their network. By doing this, you give them the opportunity to learn about your surfing behaviour and your surfing behaviour on other websites. The result of these cookies is an online profile to which advertisements can be personalised. However, the profile is not linked to your name, address, e-mail address, etc.

Social networks

We place buttons on our website in order to promote ("like") or share on social platforms like Facebook, Instagram and LinkedIn. These buttons work through pieces of codes that come from the social media platforms. With this code, cookies are being placed on the website. We do not have control over these cookies. You can read the privacy statements (which can change regularly) of these social media platforms to be aware of what and how they process your personal data via these cookies.

These parties anonymize the collected data as much as possible. The information is being transferred to and by Facebook and LinkedIn and saved at servers in the United States of America. Facebook and LinkedIn presume to respect the Privacy Shield principles and are affiliated to the Privacy Shield program of the American department of foreign trade. Therefore it facilitates a suitable level of data protection regarding the processing of personal data.

The right of access and rectification or erasure from your data

You have the right to ask for insight and, if needed, rectification or erasure of your data. You can find our contact details on our website. We might ask you to identify yourself. This is to minimize the risk of abuse of your personal data. When you request insight of your personal data attached to a cookie, we ask you to send a copy of this cookie enclosed by e-mail. You can find these cookies in the "cookie settings" of the browser you're using.

Switching cookies on and off and removal of cookies

More information about switching cookies on and off and removal of the cookies can be found in the instructions or help function in your browser.

Removal of tracking cookies placed by third parties

In some cases, tracking cookies are placed by third parties that advertise via our website. You can remove these cookies centrally via Your Online Choices, so that they won't be replaced on the website of the third party.

MORE INFORMATION ABOUT COOKIES?

What are cookies? <https://privacyzeker.nl/2018/07/03/what-are-cookies/>

How do I remove cookies? <https://privacyzeker.nl/2018/07/03/deleting-cookies-step-by-step/>

