



ApplicatieLink

PRIVACY POLICY

Dutch and English version

The Privacy Policy was originally drafted in Dutch. The English version is for convenience only. In case of conflict between the Dutch and the English version, the Dutch version prevails.

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INTRODUCTION

This is the Privacy Policy of ApplicatieLink (trade name of ApplicatieLink B.V.), registered in the Trade Register at the Chamber of Commerce under number 66498201.

The office of ApplicatieLink is located at Ringersstraat 21N, 3125 BP Schiedam. ApplicatieLink hereby falls under Dutch law.

EXPLANATION OF THE GENERAL DATA PROTECTION REGULATION (GDPR)

As of May 25, 2018, the General Data Protection Regulation (GDPR) applies, whereby privacy legislation is centrally regulated for the entire European Union. The European Union wants to give people more control over the way in which organizations handle their personal data.

The rapid developments in cloud technology, among other things, provide new ways to deploy and use data. By strengthening data protection legislation and introducing tougher enforcement measures, the European Union aims to stop this and improve confidence in the emerging digital economy.

APPLICATIELINK AS A PROCESSOR OF PERSONAL DATA

Privacy-sensitive data is processed via the website (www.applicatielink.nl) and the SaaS service of ApplicatieLink. This data is also known as personal data.

At ApplicatieLink, the privacy of our clients and employees is very important to us and we do everything within our power to ensure the privacy of data and to protect personal data.

In this Privacy Policy we explain which personal data we process, for what purpose we do this and how we protect it.

In our processing we adhere to the requirements of privacy legislation. This means, among other things, that we:

- Use this Privacy Policy to clearly state for which purposes we process personal data;
- Limit the collection of personal data to the personal data necessary for the determined purposes;
- First ask you for explicit permission to process your personal data in cases where permission is required;
- Take appropriate security measures to protect your personal data and demand this as well from parties that process personal data on behalf of us;
- Respect your right to make your personal data available for inspection, correction or deletion at your request.

In this Privacy Policy we explain which personal data we collect, for what purpose we do this and how we use / process this personal data. We recommend that you read this statement carefully.

USE OF PERSONAL DATA

When using our website (www.applicatielink.nl) we offer the possibility to request information and / or ask questions. You leave certain information with us. This will often be company data, but in some cases this is also personal data.

We process your personal data for the provision of our service and the purposes associated with it, such as providing support, securing the ApplicatieLink service, detecting and preventing fraud or abuse and for sending invoices for the use of our service.

More specifically, we process your data for the following purposes:

- The registration process that you go through to use the ApplicatieLink service and to take out a subscription;
- Providing access to the ApplicatieLink service;
- The (daily) use of the ApplicatieLink service in the form of notifications;
- Processing the (contact) form you have completed on our website;
- Sending newsletters, tips & tricks or other product related messages, if you are registered for this;
- Answering support questions by e-mail that have been asked in relation to the use of the ApplicationLink service;
- In addition to the service messages displayed in the ApplicatieLink service, we may send service messages to your email address regarding our ApplicatieLink service;
- Sending invitations to participate in surveys on, for example, the satisfaction and loyalty of our customers or to think about new functionalities in the ApplicatieLink service.

Hereby we process the following data:

- Registration: Name, position, gender and contact details (telephone number (s) and e-mail address). Company details (name and address, payment details and VAT, Chamber of Commerce number);
- Access: Login details, consisting of an e-mail address and a password;
- Usage: Name and e-mail address. This information is required to be able to send you a notification, to be able to address you personally in the ApplicatieLink service and to be able to distinguish between various users in the ApplicatieLink service;
- Form(s) on website: Company name, name, e-mail address, telephone number and any information that you voluntarily enter in the message;
- Newsletters: Name and email address. An unsubscribe option is included with every newsletter;
- Support questions: Name and email address;
- Service messages: Name and e-mail address;
- Marketing to improve our services: Name, position and email address.

RETENTION PERIODS

ApplicatieLink does not store your personal data longer than necessary to realize the goals for which your data is collected.

DISCLOSURE TO THIRD PARTIES

ApplicatieLink never discloses your personal data to third parties, unless we are legally obliged to do so.

VISITING OUR WEBSITE

General visitor data is kept on the ApplicatieLink website, including the IP address of your computer, the time of requesting a page and other data that your browser sends.

This data is used for analyzes of visitor and click behavior on the website with the aim of improving the functioning/operation of the website. This data is anonymized as much as possible and is not provided to third parties.

ApplicationLink uses Google Analytics to keep track of how visitors use the website and how effective ApplicatieLink' s AdWords ads are on Google search result pages.

The information obtained, including the address of your computer (IP address), is transferred to and stored by Google on servers. The [Google privacy policy](#) and the [Google AdWords privacy policy](#) can be found [here](#).

THIRD PARTY WEBSITES

This Privacy Policy does not apply to third party websites that are linked/connected to our website. We cannot guarantee that these websites handle your personal data in a reliable and / or safe manner. Always read the Privacy Policy of this website carefully before using the relevant website. That way you can ensure in advance that you are aware of the way in which the website in question handles your data.

SECURITY

For ApplicatieLink, the protection of your (personal) data is extremely important and ApplicatieLink takes appropriate measures to protect your personal data against unauthorized access, abuse and other forms of unlawful use.

The ApplicatieLink website uses a reliable SSL certificate to ensure that your personal data does not fall into the wrong hands. We have also taken various technical and organizational measures to ensure the security and availability of the ApplicatieLink service. These measures can be found in the [Security and Availability Policy](#) of ApplicatieLink.

VIEW, ADJUST OR DELETE DATA

You have the right to view, correct or have your personal data deleted. A request for inspection, correction or removal can only be processed if it is submitted in writing. You may be asked to identify yourself to prevent abuse.

You are responsible for the consequences of the deletion of your personal data. For example, you are no longer aware of new developments and updates with regard to the ApplicatieLink service, are no longer able to submit support requests through the ApplicatieLink service and / or are no longer able to log in to the ApplicatieLink service.

CHANGES TO THIS PRIVACY POLICY

This Privacy Policy can be amended in the interim, whereby the most recent version of the Privacy Policy can always be found on our website. We advise everyone to consult our Privacy Policy regularly, so that you are always aware of the latest changes.

AUTHORITY PERSONAL DATA

Of course we are happy to help you if you have complaints about the processing of your personal data. If we really can not work it out together, you also have the right under the privacy legislation to file a complaint with the privacy regulator, the [Dutch Data Protection Authority](#).

CONTACT

Should you have any questions about your privacy, this Privacy Policy and / or the processing of your personal data, please do not hesitate to contact us (privacy@applicatielink.nl).