



AlphaRainbow's Privacy Statement

In our Privacy Statement we use a few definitions (these definitions may be used in single or plural form):

Cookie: a cookie is a small file that is placed on your computer's IP address via an Internet site; it registers information about your visit to **AlphaRainbow's** website;

Statement: this privacy statement;

Personal data: data that can provide information about an identifiable natural person;

Privacy law: Law protecting personal data (as of May 25th, 2018: the General Data Protection Regulation).

1. Our Privacy Statement explained

AlphaRainbow may not simply process the information you provide. The Privacy Law is meant to protect people's privacy. This legislation places restrictions on how your personal data may be used by others. According to this law, **AlphaRainbow** is obliged:

- To inform its customers of how and why data are processed by **AlphaRainbow**;
- To notify its customers about who can view these data;
- To ask customers' permission for processing certain data.

Because your privacy is important to **AlphaRainbow**, we explain in this Statement how **AlphaRainbow** deals with your data, what we use them for is and for the processing of which kind of data **AlphaRainbow** is required to explicitly ask your permission.

2. The kind of personal data AlphaRainbow uses and our purpose in using them

AlphaRainbow will (possibly) process your personal data if you are, or become, an **AlphaRainbow** client, if you visit our website, if you are an **AlphaRainbow** employee, or if you use our online contact form to contact us. **AlphaRainbow** may also process your data when performing a customer satisfaction survey for one of our customers. In these cases, **AlphaRainbow** may collect, among other things, your name, address, telephone number, e-mail address, gender and IP address. This information enables us to:

- Financially and administratively process contracts that **AlphaRainbow** closes with customers;
- Deliver our services;
- Reach customers or interested parties if necessary;
- Further develop/optimize our services;
- Offer you customized information (direct marketing).



IP addresses/cookies

AlphaRainbow keeps track of the IP addresses of (potential) customers who visit our website. This information enables us to:

- Register which of our Internet sites/pages you visit;
- Improve our website's functionality and content;
- Keep track of which subjects or applications interest (potential) customers;
- Ensure that you don't keep receiving the same information;
- Improve our product offer.

Explanation regarding cookie placement

If you visit our website, cookies are automatically placed on your hard drive. Together with your IP address, these cookies enable us to keep track of certain information. This includes information on how often you visit our website and which topics you are interested in. For more information, please check our Cookie Statement on our website.

3. Supplying personal data to third parties

AlphaRainbow does not share personal data with people or companies outside the **AlphaRainbow** organization, unless:

- We are legally required to do so;
- Doing is a necessary part of carrying out an agreement that **AlphaRainbow** has made with you;
- You have given us permission to do so.

4. Obligations/secure access/confidentiality/storage period

- **AlphaRainbow** will only process your personal data in strict accordance with the law. This means (among other things) that the data are only processed for the purpose for which it has been obtained and in a proper/careful manner, in accordance with the law and this Statement.
- Your personal data can only be accessed by **AlphaRainbow** personnel, unless stated otherwise in this Statement. All your personal data are protected against unauthorized access by **AlphaRainbow**. Security consists of:
 - A personal password for every employee to log into the digital system.
 - **AlphaRainbow** employees have a confidentiality obligation with regard to all personal data shared with **AlphaRainbow**;
 - In accordance with the law, **AlphaRainbow** has taken technical measures to protect its system against outsider data breaches;
 - Your personal data are never stored longer than is necessary for proper administration. At **AlphaRainbow**, we maintain a 7-year storage period from the moment of your last purchase/order/invoice. After this period the data are destroyed. If the law prescribes a different storage term, **AlphaRainbow** will adhere to the legally prescribed storage period.



5. Your rights as a concerned party

- Right to information: the right to know whether your personal data are being processed and if they are, which data and for what purpose;
- Right of inspection: the right to access and copy this information insofar as the privacy of another party is not thereby harmed;
- The right to correct, supplement or delete data if necessary (right to correction and deletion). The right to request (partial) removal of your data can only be met if storing the data is not considered of importance to a third party or required by law;
- The right of objection: in certain cases, you have the right to object to your data being processed.

If you want to make use of your rights, you can send us an e-mail (info@alpharainbow.nl) informing us of this. If your request is rejected, you will be informed of the reasons why. One reason may be that your file contains information that is, or may be, of interest to others. You will receive a notification from **AlphaRainbow** within one month of us receiving your request.

You can also contact **AlphaRainbow** if you have a complaint about how your personal data are processed. **AlphaRainbow** will then try and resolve the issue with you.

Do you have a (different) comment / question / suggestion, or do you want to object to direct marketing by **AlphaRainbow**? You can send us an e-mail about that as well.

AlphaRainbow will, of course, handle any personal details provided in this exchange confidentially and carefully.

Please check the **AlphaRainbow** website for our current contact details.

AlphaRainbow Privacy Statement, May 2024 version.