

## PRIVACY COOKIES INTELLECTUAL PROPERTY

The protection of confidential information as well as respecting our customers' privacy are values we hold in very high regards. For this reason we are committed to do everything in our power to ensure your (personal) data is not only treated with the utmost care and confidentiality, but also safeguarded to the best extent possible as per the applicable General Data Protection Regulation and other applicable privacy regulations.

### Purpose & processing information

The information that we collect, either directly or indirectly, may be combined to help us improve its overall accuracy and completeness and to help us better tailor our interactions with you. Any information provided by you to us, either on the basis of a (non-binding) inquiry, by means of an offer/order/request or any other basis as may be the case ("the Request") and / or needed to provide you with support, may therefore be processed/collected by us if such is needed to provide you with the best service possible and/or in order to guarantee that any Request will be executed / processed with the utmost care ("the Purpose").

### Submission of information

Providing us with information (either express or by means of creating a account) including but not limited to IP-address, Login details, Location data, Email-address, Phone number(s), (business) Name and/or any other data which you actively gave to us either by phone, (e)mail or digital form is always voluntary and therefore to be regarded to take place with your explicit consent. Of course your wishes will be respected under all circumstances. So if you do not want us to use (including save in our CRM-system) your information any longer and/or beyond fulfilling your Request, we will respect this (see "view, correct and delete (withdraw)" here below).

### View, correct and delete (withdraw)

As further detailed by law you have the right to view, correct or delete your data. In addition, you are entitled to withdraw your permission for data processing or to object to (any further) processing of your personal data by our company. You are also entitled to data portability. This means that you can submit a reasonable request to us to send you a file containing your personal data that we collected from you.

Please submit your request to access, correct, transfer, or delete (including any notification of objection or withdrawal) data by mail to [info@alturna.direct](mailto:info@alturna.direct).

Any such request will be handled with great care and processed within one (1) month after receiving such request.

### Retention and perusal

Any (personal) information will be saved for as long as prescribed by Dutch Law, yet no longer then needed for the due execution of the purpose for which the (personal) information was/is collected and/or processed. Specifically with regards to emails it is noted that emails – including the included contact details – and (agenda) invitations will in general be saved for a period of five (5) years after being received. If you would like a copy of the information held on you or you wish to request that we no longer use your personal information allowing us to provide you with our services please contact us. We will however retain and use all necessary information to comply with our legal obligations, resolve disputes, and enforce our agreements for as long as needed and allowed by law.

## Sharing personal information

Unless obligatory under any law and with the exception as detailed here below we will not transfer any of your data which might identify you to any other party outside our Company group without your prior written consent.

As an exception on the latter we emphasize that our website does use third party services that may collect information used to identify you, such as Google Analytics. For more information on how Google might use submitted information please visit [Google's privacy policy](#).

In order to assure maximum service we are further entitled at our sole discretion to employ third-party companies and individuals to:

- facilitate our Service;
- provide the Service on our behalf;
- perform Service-related services; or
- assist us in analyzing how our Service is used.

Please be informed that these third parties have access to your Personal Information in order for them to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any other purpose. In any case please be assured that our Privacy Notice and our practices are designed to provide a globally consistent level of protection for personal information all over the world.

Of course we shall at all times comply with all applicable laws, rules and regulations relating to data collection, privacy and security, including without limitation the General Data Protection Regulation as detailed here above.

## Contact form

Especially with regards to the data you provide us by entering such data in the contact form on our website we'd like to emphasize that such data will be stored by us for the purpose of dealing with your enquiry in a manner best suited to the situation. Those data **will not** be passed on without your permission, nor will such data be stored for longer than needed to fulfill the purpose for which it was collected, yet no longer than 5 years after the last moment of contact.

## Cookies

By using our website you further allow us to use cookies and various other web analytics tools such as Search Engine Optimization (SEO) for the purpose of analyzing the use of our website in order to further enhance our website for future use. IP addresses are collected for this purpose under the strict limitation that we nor any third party involved in analyzing the website usage (such as for example Google) associates your IP address with any other data, link, or seek to link, an IP address with the identity of a computer user or associates any data with any personal data. We may use statistical analytics tool(s) to track or to collect any personally identifiable information of visitors to our website. By continuing to browse our website without changing your web-browser cookie settings, you are agreeing to our use of cookies for the Purpose. For any further information about controlling or deleting cookies please read our [Cookie Policy](#).

## Security

Our website has security measures in place to protect the loss, misuse, and alteration of the information under our control. As such we only use the state-of-the-art security software. Our website is further certified in conformity with TLS (previous SSL). This means that all data you provided to us is encrypted and the data you have transmitted to us cannot be accessed by third parties. To be sure the TLS / SSL encryption is activated a lock-symbol in your browser address line should appear.

Do be mindful: our website contains (affiliate) links to some other sites. We are not responsible and don't accept any liability and/or accountability for the privacy practices or the content of such other website(s)(owners).

In case you have any doubts or questions regarding the security measurements we put in place, please contact our service desk at: [info@alturna.direct](mailto:info@alturna.direct).



### **Intellectual property**

The content of our website, including all IP-rights such as brands, logo's drawings, pictures, images, texts and the likes are proprietary information of our company or any of our affiliates and may not be used (copied distributed, processed etc) without our written consent.

### **Disclaimer**

Even though the content of this website is written with the utmost care and attention we can't guarantee that the content thereof is accurate and complete. We are not (and cannot be held) liable for any inaccuracy/incompleteness of information provided on our website nor for the consequences thereof. Quotation(s), Sales Order(s) and/or Purchase Order(s) submitted by us (or you towards us) are solely subject to our *General Terms and Conditions* as published on our [website](#).

We reserve the right to make changes to this Privacy Notice. We advise you to review the Privacy Notice on a regular basis to learn about any changes.

As Dutch company we are subjected to the Dutch Data Protection Authority. In case of any complaints regarding our website including this Privacy Notice and or the execution therefore please contact us first at the address detailed below.

Alturna Direct N.V.  
De Huchtstraat 35  
1327 EC Almere  
The Netherlands  
M: [info@alturna.direct](mailto:info@alturna.direct)

**Almere, 1 May 2018**