

## Privacy statement Amplifyre Marketing

Amplifyre Marketing is located in Erasmusweg 13, 4664 BW, Lepelstraat (The Netherlands).

We help our clients in explaining complex topics with animated videos and drive more brand awareness and leads with advertising. In order to carry out our activities properly, it is sometimes necessary to process personal data. We always do this carefully and in accordance with the GDPR law and our internal privacy policy.

### What are the basic principles of our internal privacy policy?

The basic principles of our internal privacy policy are:

- We obtain the personal data from you and the visitor behavior on the Amplifyre Marketing websites. The most important personal data we process are company name, job title, first and last name, business address, business telephone number, gender, business email address, payment details, contact history, IP address, social ID, cookie ID and surfing behavior.
- We always tell you what we do with your data and ensure that you can exercise your rights.
- We only use the data for the purpose for which we have collected it (such as relationship management, prospect/customer administration, service, marketing).
- We do not collect, use and store more data than we need to achieve the purpose for which we obtained the data.
- We collect, use and store data only if there is no other way to achieve the same goal.
- The more privacy-sensitive the information is about you, the less we use the data.
- We take appropriate security measures against loss of or unauthorized access to personal data.
- We take all reasonable, appropriate security measures to protect our website visitors and customers against unauthorized access, modification, disclosure or destruction of personal data.
- We comply with the applicable security standards. If despite the security measures, there is still a security incident that is likely to have adverse effects on your privacy, we will inform you as soon as possible about the incident. We will also inform you about the measures we have taken to limit the consequences and prevent repetition in the future.
- We will only provide your personal data to third parties if we receive sufficient safeguards for the protection of your data.

### **Which cookies do we use?**

Analytics cookies Amplifyre Marketing uses Analytics cookies to assess the use of the Amplifyre Marketing websites. This way, after your permission, a permanent cookie is placed on your computer or mobile device. As a result, we gain insight into the way in which and how often the Amplifyre Marketing website is used.

On the basis of these data we can make adjustments to the Amplifyre Marketing website, if necessary. This way we ensure that the Amplifyre Marketing website works optimally.

Amplifyre Marketing processes anonymous statistics about visits to its website.

This is done with a web analysis system. Among other things, the following data are stored via cookies in the web analysis system:

- the IP address.
- technical features such as the browser you use (such as Chrome, Safari, Internet Explorer or Firefox) and the resolution of your computer screen.
- from which page you visited the Amplifyre Marketing website
- when and for how long you visit or use the Amplifyre Marketing website.
- whether you use functionalities of the Amplifyre Marketing website.
- which pages you visit on the Amplifyre Marketing website.

The following Amplifyre Marketing websites use cookies:

- <http://www.amplifyremarketing.nl>
- <http://www.amplifyremarketing.com>

### **Re-targeting cookies**

Amplifyre Marketing uses re-targeting of cookies to show visitors of specific pages on the Amplifyre Marketing website, Amplifyre Marketing advertisements.

Advertisement and Social cookies Amplifyre Marketing uses Google Adwords, LinkedIn and Facebook cookies to measure and optimize the effect of the media used for marketing campaigns.