

## **PRIVACY STATEMENT LIFTINSIGHT – 23.01.2020**

### **1. General**

In this privacy statement Liftinsight provides information about the processing of personal data. Liftinzicht B.V. acting under the name 'Liftinsight' is located Emmy van Leersumhof 12, 3059 LT Rotterdam, and registered at the Dutch Chamber of Commerce under number 50116762 ("**Liftinsight**" or "**we**", or "**us**"). You may contact us by email: [info@liftinsight.com](mailto:info@liftinsight.com).

Liftinsight is the controller of personal data that we generate or gather via our website operated or managed under [www.liftinsight.com](http://www.liftinsight.com) ("**the Website**"), via the Liftmanager portal, by e-mail or otherwise.

This privacy statement applies to (a) the visitors of the Website (b) users of the Liftmanager portal, and (c) all persons of whom Liftinsight processes and uses personal data ("**you**").

### **2. How we receive personal data**

The personal data Liftinsight processes and uses are (a) personal data you have submitted or provided via the Website, by e-mail, or in another way directly or indirectly to Liftinsight; (b) personal data uploaded by a user of the Lifmanager portal via the Liftmanager portal, and (c) personal data that are generated by receiving electronic messages of Liftinsight or your use of the Website.

Examples of personal data that you may submit, upload or provide to us: contact details such as e-mail address, full name (first and family name), user name, address, postal code, place of residence, telephone number, name of company.

Examples of personal data are generated are: IP-address, surfing behaviour and other data regarding your use of the Website.

### **3. Use of personal data**

Liftinsight uses personal data obtained or generated via the Website, by e-mail, or in another way directly or indirectly to Liftinsight for the following purposes:

- to enter into agreements for our products and services;
- to respond to your requests submitted to us;



- to provide you with our products and services;
- to contact or keep contact with you;
- to send newsletters, mailings or other relevant information or invitations for events;
- to inform you about products and services of Liftinsight and any changes thereof;
- to inform you about new developments and to share knowledge;
- to help us to develop and improve our services and to receive feedback about your experience of our services;
- to generate statistics on the use of the Website and/or the Liftmanager portal and/or to analyse and/or improve the Website and/or the Liftmanager portal.

You are required to submit your data if you would like to order our products and/or services. Otherwise we are not able to complete your order.

#### **4. Legal basis for using your personal data**

Liftinsight uses your personal data on the basis of the following bases:

- when you submitted your data at the Website or otherwise provided us with your data, we process your data with your permission and for the purpose indicated at the time of submitting or providing your data (such as following up on a request);
- when you uploaded your data at the Liftmanager portal, we process your data to perform our obligations and activities permitted and/or required to provide the services and to contact you.
- the data are necessary for our justified interests as specified in this privacy statement.

#### **5. Using third parties**

Liftinsight may use third parties if it is required to deliver our products and services, to support our operations (e.g. ICT-providers, service providers or suppliers) or to comply with legal obligations. The third parties used by Liftinsight will only process the personal data on the request and instructions of Liftinsight. Liftinsight will conclude a data processing agreement with those third parties.

Furthermore we may transfer your personal data to a business partner for the purposes as set out in this privacy statement.

#### **6. Transfer outside the EEA (European Economic Area)**

Personal data will not be transferred outside the EEA.



## 7. Cookies

The Website uses functional and analytical cookies. Cookies are small (text)files that are stored on your computer, tablet or smartphone when using a website.

The functional cookies are used to facilitate easy use and experience of the Website and to adapt the use to personal preferences. The analytical cookies are used to keep track with statistics of the use of the Website. Liftinsight uses Google Analytics van Google, Inc. to this end. Liftinsight has installed Google Analytics cookies in a 'privacy friendly' mode, in line with the user manual of the Dutch Data Protection Authority (*'Autoriteit Persoonsgegevens'*). This implies that the data collected by using Google Analytics are made anonymous as much as possible and that Google will never process the full IP, always masking the last octet of the IP-address. Google will not use the collected data for its own purposes as Liftinsight has not granted its permission to do so. Liftinsight does not use other Google-services in combination with the Google Analytics-cookies. The collected data are stored by Google on servers in the USA. Liftinsight has concluded a data processing agreement with Google, Inc. For more information: read the privacy policy of Google Analytics. If you do not want to accept Google Analytics cookies please click [here](#). You can also switch off cookies in the settings of your browser and refuse all or only specific cookies. Please take into account that when you do not accept specific cookies, you might not be able to use specific functionalities of the Website and this can limit the user friendliness of the Website.

## 8. Correction/ deletion personal data/complaints

You have the right to have access to and inspect your personal data and to correct, add or block, limit your personal data. If you want to use your rights under the General Data Protection Regulation, or if you have questions about this privacy statement, you may contact Liftinsight via email: [info@liftinsight.com](mailto:info@liftinsight.com).

Recipients of newsletters may unsubscribe by sending an email to: [info@liftinsight.com](mailto:info@liftinsight.com).

If you have a complaint about the way Liftinsight processes your personal data you may contact Liftinsight via email: [info@liftinsight.com](mailto:info@liftinsight.com). Should that not lead to a solution you may contact the Dutch Data Protection Authority '*Autoriteit Persoonsgegevens*' ([www.autoriteitpersoonsgegevens.nl](http://www.autoriteitpersoonsgegevens.nl)).

To ensure that your request to access and inspect your personal data is done by you personally, we may request you to submit a copy of your passport/identity card to us. If so, please make black your photo, the MRZ (machine readable zone, the part in your passport with the numbers down



below), passport numbers and social security number (*burgerservicenummer*). This to protect and shield your privacy.

## **9. Storage period**

Liftinsight stores personal data no longer than required for the abovementioned purposes or as long as needed to comply with the laws and regulations.

## **10. Security**

Liftinsight has applied suitable technical and organisational measures to protect personal data from loss or unlawful processing, e.g. encrypting personal data, the use of passwords, sending personal data via a secured connection and the use of physical security for locations and rooms where personal data are stored.

## **11. Changes in the privacy statement**

Liftinsight reserves the right to change this privacy statement. Every change will be communicated on the Website. Liftinsight recommends to regularly check the Website to see whether changes have been made.

The current privacy statement had been updated on 23 January 2020.