



## Privacy statement

### 1 General

- 1.1 BirdBlocker attaches great importance to the protection of your personal data. In this Privacy Policy, we provide information about how we handle personal data.
- 1.2 In all cases, BirdBlocker complies with the applicable privacy legislation, including the General Data Protection Regulation (GDPR). This means that in any event, we:
- Process your personal data in accordance with the purpose for which they were provided, these purposes and types of personal data are described in this Privacy Policy;
  - Restrict processing of your personal data to only those data that are necessary for the purposes for which they are processed;
  - Ask for your explicit consent if we need it for processing your personal data;
  - Have taken appropriate technical and organisational measures to ensure the security of your personal data;
  - Do not transfer personal data to other parties, unless this is necessary for the performance of the purposes for which they were provided;
  - Draw your attention to the rights that you have with regard to the processing of your personal data.

### 2 Which personal data do we process?

- 2.1 We process the personal data that you have provided to us, for example in the context of the provision of products and/or services to you or that were obtained by us because you have used our website, completed a contact form or registered for our newsletter.
- 2.2 The personal data that we process about you may be the following:
- your name;
  - your address;
  - contact details such as your telephone number and email address;
  - other data, such as data from your account on Twitter, LinkedIn or other social media services;
  - the IP address of the computer with which you visit our website (see also our cookie statement)

### 3 Purposes of use

- 3.1 We use your personal data for a number of different purposes. These are the following.
- 3.1.1 Performance of an agreement  
If you conclude an agreement with us, we will ask for your contact details. These data can also be used for invoicing.

### 3.1.2 Maintaining contact with you

Your contact details are kept in our customer system and can be used for, among other things, sending newsletters, updates, invitations to events and seminars, and sending information you have requested from us.

### 3.1.3 Improving our product and service information and performing marketing actions

We like to provide you with relevant information. For this purpose, we analyse the following data:

#### 3.1.4 Interaction Data

Personal data obtained from contacts between BirdBlocker and you, for example via our website.

#### 3.1.5 Behavioural data

Personal data that BirdBlocker processes about your behaviour, such as your preferences, opinions, wishes, and needs. We may derive this information, for example, from your browsing behaviour on our website, reading our newsletters, or because you have requested information. See also "Use of cookies".

#### 3.1.6 Analysing the use of our website

The website's user statistics enable us to obtain a picture of, among other things, the number of visitors, the duration of the visit, and which pages of the website are viewed. This concerns the collection of generic data, without information about persons. We use the information obtained to improve our website.

#### 3.1.7 Camera Monitoring

We use clearly visible cameras to monitor our company property and in the context of the security of individuals. The cameras are hanging in our premises. In our Camera Monitoring Privacy Statement, you can read what we do with the camera images.

## **4 Legal basis of processing**

4.1 We process personal data only if there is a legal basis for doing so. The legal bases that we rely on for processing personal data are:

- consent
- on the basis of an agreement or in the run-up to the conclusion of an agreement
- a legitimate interest

### 4.2 Consent

If we have asked your consent for processing your personal data and you have given this consent, you also have the right to withdraw this consent at any time.

### 4.3 Agreement or in the run-up to the conclusion of an agreement

If you have concluded an agreement with us, we process personal data if and insofar as this is necessary for the performance of the assignment.

### 4.4 Legitimate interest

We may also process personal data if we have a legitimate interest and this does not disproportionately infringe your privacy. For example, we use your contact details to invite you to relevant meetings.

## **5 Third parties (processors) engaged by us**

- 5.1 For the processing of your personal data, we may engage service providers (processors) that process personal data exclusively on our instructions. We conclude a processing agreement with these processors. This processing agreement states, among other things, that the processors act exclusively on our instructions and are not permitted to use the personal data for their own purposes.
- 5.2 Processors that we use are, for example, parties that offer and host software used by us. We also engage ICT service providers to manage our IT network. We also use third-party services for sending our newsletters.

## **6 Provision of personal data to third parties outside the EU**

- 6.1 In the context of our services, it may be necessary to share personal data, including with parties located outside the European Economic Area (EEA). Your personal data will not be shared with third parties for commercial purposes.
- 6.2 For sending email newsletters, we use service providers (processors) established outside the European Economic Area (EEA). These parties guarantee an appropriate level of security of personal data. In our contractual relationship with this processor, we use model contracts approved by the European Commission (Decision 2010/87 / EU) as appropriate safeguards.
- 6.3 The processor outside the EEA that assists us in analysing the use of our website is Google Inc. Google is based in the United States and has a registration for the EU-US Privacy Shield. More information about this can be found at: <https://www.privacyshield.gov/welcome>

## **7 Your rights**

- 7.1 Pursuant to the law, each person may exercise certain rights with regard to his or her personal data. For example, you have the right to access, rectify and delete personal data. You can also object to the use of your data or ask for restriction of this use. In certain cases, you can even request your data and transfer them to another party. For all these questions, please contact us via our telephone number or [info@birdblocker.com](mailto:info@birdblocker.com).

## **8 Retention periods**

- 8.1 We retain your personal data as long as necessary for the purpose for which we obtained the data, unless a statutory retention period applies.
- 8.2 If we process your personal data on the basis of your consent, we will delete your personal data if you have withdrawn your consent or opted out.

## **9 Complaints**

- 9.1 If you have any complaints about how we handle your personal data, you can contact us by sending an email to [info@birdblocker.eu](mailto:info@birdblocker.eu) or by calling us. We will be happy to help you find a solution. If no solution can be reached, you can always contact the Dutch Data Protection Authority.