

## **Privacy Policy Startup Spirit**

Rob Aalders Urban Media ("Startup Spirit"), is committed to protect the personal information you may provide to us on this website. We value your privacy as our highest concern. We are aware of our responsibilities as a data controller under the Dutch Data Protection Act (Wet Bescherming Persoonsgegevens) and believe it is important for you to know how we treat your personal information. This Privacy Policy applies to all users of the website. This Privacy Policy, together with our Terms and Conditions, sets out how we use your personal information. If you do not want us to use your personal information as set out in this Privacy Policy, you should stop using the website and should not provide us any personal information. It is important that you read the following carefully.

### **Collected data**

We collect personally identifiable information that you voluntarily provide on the online questionnaire, which may include:

- o Your name and surname
- o Your email address
- o Your IP address

When visiting our website, even if you do not fill out the questionnaire, We can collect personal information, like your IP address, monitoring which system and browser type you use, and what pages you visit on Our website. Of course We do not keep your information to infinity. Only for as long as is necessary.

### **What do we do with the collected data?**

Startup Spirit uses your personal information for the following purposes:

- o We will use the data to send you information regarding the ordered item(s)
- o When you leave your email address on the website, we will use your email address to send you our newsletter and other information regarding our products.
- o We will also use the data to monitor the website traffic, improve our website in order to tailor it to our customers' needs and expand our reach, including activities aimed to increase the number of visitors on our website.

### **Links to other websites**

This Privacy Policy applies solely to information collected on this website. The website may contain links to other websites, including, but not limited to, [events.eventzilla.net](http://events.eventzilla.net), that are not owned or operated by Startup Spirit. If you follow a link to those websites, please note that those websites ought to have their own privacy policies and that we do not accept any liability or responsibility for those websites or their privacy policies. Startup Spirit encourages you to read the privacy policies of those websites carefully before you submit any information to those websites.

### **Newsletter**

We offer a newsletter to inform interested parties about Startup Spirit. Our website offers the option to leave your email address on our site, in order to receive our newsletters. Every newsletter contains a link to unsubscribe. The subscriber base of the newsletter will not be provided to third parties.

### **Google Analytics**

We use Google Analytics to track how users use the site and how effective our AdWords ads are on Google search result pages. The resulting information, including the address of your computer (IP address) is transferred to and stored by Google on their servers. Read Google's privacy policy for more information, as well as their specific privacy policies of Google Analytics. Google uses this information to track how our website is used, to provide reports on our site to us and to offer us information about the effectiveness of our campaigns. Google may also transfer this information to third parties if Google is legally required, or where such third parties process the information on Google's behalf. We have no influence on this. We do not allow Google to use the acquired analytics information for other services that Google provides.

### **Security procedures to protect your personal information**

We are aware that your personal information is confidential and we will protect the confidentiality of your personal information in line with our normal procedures and legal requirements. Sadly enough, the information transported via the internet is not completely secure. Therefore we cannot guarantee the security of your personal information which is transmitted to our website and any other transmission is at your own risk. Once we received your personal information, we make sure it is in good hands and we will use strict procedures and security features to try to prevent unauthorized access.

### **Changes in our Privacy Policy**

Startup Spirit reserves the right to change or modify the policy at any time. Last updated on March 30, 2017.

### **Adjustment of customer data**

You have the right contact us to improve, supplement, modify or delete your provided personal data. You may send a request to to [rob@r-a-u-m.com](mailto:rob@r-a-u-m.com) to see your personal information. If it contains inaccuracies, send us a requests to amend or remove the information. Additionally, you can send us a request if you do not wish to be contacted with information about our products and services.

### **Contact information**

If you have any question regarding this Privacy Policy, don't hesitate to contact us:

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