

## **Privacy Policy AlphaIndigo**

On May 25, 2018, the General Data Protection Regulation (GDPR) came into effect. The GDPR was introduced to make sure that we secure and take good care of your personal data.

In this Privacy Statement, we will explain what 'personal data' means, tell you what is meant by 'processing personal data', to which ends we use your personal data, what your rights are, how we will protect (the processing of) your personal data, how long your personal data will be stored, how you can get insight into which personal data we have of you, and how you can object.

This privacy statement applies when you visit our website (<https://www.alphaindigo.nl>), order a product or service, or enter into an agreement or contract.

### **What is personal data?**

Personal data is all data that holds information about you and with which you are directly or indirectly identifiable. This definition provides for a wide range of personal identifiers to constitute personal data, including name, identification number, location data, or online identifiers.

### **When do we collect your personal data?**

We collect your personal data from the moment you enter or leave your information on our website or when you enter an agreement or contract with AlphaIndigo.

### **What personal data do we collect and process?**

We collect and process personal data that is necessary to provide you with our services. This may include name and address information, company information, and other identifiable information, as outlined above. Part of this information is necessary in order to use our services. Additional information can be desirable to tailor our services to your wishes and needs or to comply with specific requests or requirements of partners.

With 'processing of your personal data,' AlphaIndigo means the collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making alignment or combination, restriction, erasure, or destruction of personal data.

### **Why do we collect and process your personal data?**

We collect and process your personal information for the following reasons:

- To be able to contact you.
- To prepare and file quotations and agreements.
- To inform you of any amendments to our services and products.

- To deliver our services and products to you.
- To send you newsletters—if you have consented to that.
- To provide you with targeted and untargeted offers and promotions.

Besides the above-mentioned reasons, AlphaIndigo processes your personal information to comply with applicable laws and regulations, to improve our service, to handle complaints, and to prevent fraud. By no means will we ever sell your personal information to third parties.

AlphaIndigo has appropriate Data Processing Agreements with any third party that it shares data with when that third party is a Processor as defined by Article 28 of the GDPR.

### **With whom can we share your personal data?**

AlphaIndigo can share your personal data with other AlphaIndigo entities, clients, partners that provide services for AlphaIndigo, suppliers, and governmental institutions. We work with international partners (EU and non-EU residing) and therefore may share your information outside The Netherlands. AlphaIndigo has taken the necessary precautions to ensure that the sent and shared information is protected properly.

### **How long do we store your information?**

We store your personal information no longer than is required for the execution of the purposes of the service. In case of any applicable legal regulations or statutes regarding the storage of personal data, personal data will not be stored longer than is statutory.

### **How do we secure the protection of your personal data?**

AlphaIndigo has taken necessary measures to ensure the safety of your personal data. In order to prevent unauthorized access or unauthorized disclosure of your personal information, we have implemented appropriate physical, electronic, and administrative procedures to protect and secure the personal information we have collected, online and offline.

To protect your personal data, we use up-to-date and approved security software such as virus scanners and firewalls, as well as passwords for electronic systems, secured internet connections, backup capabilities, and encryption.

### **What are your rights?**

Do you want to know exactly what personal data we have collected and processed about you? Send an email to [communication@alphaindigo.nl](mailto:communication@alphaindigo.nl) to request insight into the use of your personal data, as stated in Article 15 GDPR.

Besides the right to access your personal data, you also have the right to object (Article 21 GDPR), the right to rectification of your personal data (Article 16 GDPR), as well as the right to erasure ('right to be forgotten', Article 17 GDPR). You can contact us as follows:

**AlphaIndigo**

Tupolevlaan 41

1119NW Schiphol-Rijk

The Netherlands

communication@alphaindigo.nl

+31 20 260 0913

You will receive a response to your request within four weeks at the latest.

**Changes to this Privacy Statement**

AlphaIndigo reserves the right to change parts of this Privacy Statement at any time. Read this privacy statement on a regular basis to keep up to date with any changes