

00 Introduction

This privacy statement states how your personal data will be collected and stored. It will describe where your data is stored, and for which purposes your data will be used. Also, you will encounter all your rights concerning your personal data and how to make use of these rights. This privacy statement could be updated from time to time, for example, due to changes in legislation. Because of this, it is recommended to regularly consult the privacy statement.

01 Laseur Group B.V.

This is the Privacy Statement of Flatline Agency.

There are situations that require Flatline Agency to collect and store your personal data. It is in your best interest to know what will be done with this data and how you can voice your personal wishes regarding your data storage. If you ever feel unsure about the storage of your data by Flatline Agency, please contact us!

info@flatlineagency.com

02 Purpose of storing your personal data

There are multiple reasons for storing your data by Flatline Agency. Hereunder you will read all about it:

Flatline Agency makes use of email addresses to send their newsletters. These newsletters are created with commercial interests, also used for sharing insights. Your first name and email address will be collected via the form that is needed to put you on the mailing list on the website of Flatline Agency. Also, Flatline Agency could request you personally or textually to log in.

Your personal data will be stored whenever you reach out to Flatline Agency via their website. Within the form, only the required data is requested to offer a service or proposal. You can think of data such as your name, company name, email address, telephone number and project description.

The website of Flatline Agency will collect your personal data to improve their website. This process of improvement is supported by Google Analytics. The data that will be produced by this, is anonymous and therefore will not be connected to your personal data. An example of useful data is the duration of your visit or the number of pages you have looked at. All data will only be used with your explicit approval and only for purposes that you approved of.

03 Receivers

The data that Flatline Agency collects and uses are administered by the use of:

MailChimp

Newsletters will be sent via MailChimp. During the sign up for the newsletter, your e-mail address and surname will automatically be stored in the appropriate list within MailChimp.

Calendly

Calendly will be used for scheduling a meeting on the website of Flatline Agency. It will store your personal contact details.

Typeform

You can fill in a form to apply for a vacancy and Flatline Agency has a standard contact form that you can fill in.

Gsuite

The email of Flatline Agency is hosted by Gsuite. Whenever you contact Flatline Agency via forms or via e-mail, the concerned e-mails will be stored on the servers of Gsuite.

Facebook Pixel

Facebook Pixel tracks who will visit the website based on Facebook accounts. It will store basic profile information that is uploaded to your Facebook account.

LinkedIn Insight Tag

LinkedIn Insight Tag tracks who will visit the website based on LinkedIn accounts. It will store basic profile information that is uploaded to your LinkedIn account.

Google analytics & conversion tags

Google analytics & conversion tags tracks who will visit the website and certain buttons they click on. It will store basic profile information

that is uploaded to your Google account.

Hotjar

Hotjar is a feedback tool that analyses and stores behavior of website visitors.

04 Storage period

To execute the aforementioned activities, some of your data will be stored for a longer period of time by Flatline Agency. Whenever it is not urgent to store your data, your data will not be stored. An exception to this is that Flatline Agency has to continue storing your data as a result of legislation.

Sending newsletters

Your e-mail address and surname will be stored in MailChimp. The period of storing your data has no end date. You can unsubscribe to the newsletter whenever you want via the link that can be found on the bottom of every newsletter, or via sending an email to info@flatlineagency.com

Contact

Whenever you contact Flatline Agency via e-mail, all data that is being sent, such as your name, company name and email address, will be stored on the mail server. E-mails will be stored for a maximum of two years after you have sent them.

Analytics

Data on the website that is stored by Analytics, are anonymous and therefore are not connected to your name, company name or e-mail address. This data can be stored for an indefinite duration within Google Analytics.

05 Security

Your personal data will not be physically copied. Your data will be collected in the systems and software mentioned above. The personal data that is stored by Flatline Agency or the third parties that are mentioned before, is only accessible via the existing software and are secured with a password that requires two-step verification. By using this two-step verification, a code will be sent from within the software to Flatline Agency. The process of logging in requires this code. The devices that will consult your data are secured with fingerprint or a password as well. The devices on which your data will be consulted will always be limited to the necessary amount.

Besides this, your visit to the website is secured via an SSL certificate. This means that your connection with the website of Flatline Agency

is fully private. You can recognize the presence of this SSL certificate by the green lock next to the URL. Also, the domain of Flatline Agency is signed with DNSSEC. This is an extra aid that makes sure the 'signage' of the website is safer and more trustworthy.

06 Your rights

Your right to inspect

At all times, you preserve the right to consult your personal data that is stored by Flatline Agency. You can send an email or call Flatline Agency to do this. You will receive an overview with your personal data.

Your right to rectification

Is your data incorrect? Or do you want to make a change? You always preserve the right to let this rectify by Flatline Agency. Your data regarding the newsletter can be adjusted via the allocated URL that you can find on the bottom of every newsletter.

Your right to transmission

Whenever you need the data that is stored by Flatline Agency to switch to another party, you will always preserve the right for this transmission. Flatline Agency is obligated to send your data to the party that is indicated by you.

Your right to let your data be erased

If it is your wish that your data will not be stored by Flatline Agency any longer, Flatline Agency is obligated to erase all of your data.

Your right to make a complaint

You preserve the right to make a complaint at the 'Authority Personal Data', if you have second thoughts about the way Flatline Agency handles your data.

Your right to stop usage of data (objection)

Whenever you do not want Flatline Agency to collect and store your data, you have the right to stop this. If you want to make use of this right, you can indicate this via info@flatlineagency.com. Please send a copy of your ID. You can blur the pass photo, numbers on the bottom of the file and the ID and BSN number. Flatline Agency aims to give an answer to your request within one week.

07 Obligations

Flatline Agency processes personal data for sake of justified interest, namely a commercial interest. You can think of offering services or products of Flatline Agency via email. Your data will never be sold to third parties. The data that is required to hand over, is the minimal required data for offering the services or products. Your e-mail address is, for example, needed to send the newsletter. When this mandatory data will not be handed over, Flatline Agency cannot offer the concerning service. If Flatline Agency needs to share your personal data with the above-mentioned parties, for example, to offer (one of their) services, your approval will always be requested. Flatline Agency preserves their right to make your personal data public when they are legally obliged, or when Flatline Agency needs to protect their rights, property or security. Flatline Agency will always respect your right to privacy.

Do you have a question? Please contact us at info@flatlineagency.com