

## Privacy Policy Labellord B.V.

Labellord B.V. (KvK 70177805) and the online store of Labellord B.V. called Etipost, located at the Warrewei 10a, 8406 AB Tijnje (The Netherlands), is responsible for collecting personal data as stated in this privacy policy.

Our privacy policy relates to the communication and services of Labellord B.V. and Etipost, a trade name of Labellord B.V., with/to customer- and partner-relationships.

This privacy policy replaces any older versions. We may adjust this privacy policy from time to time.  
Latest update: May 8, 2018.

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### 1. Contact details

Address: Warrewei 10a, 8406 AB Tijnje, The Netherlands  
Phone number: +31 (0)513 571444  
E-mail: [info@labellord.eu](mailto:info@labellord.eu)

Annemiek Abma is the official regarding the data protection of Labellord B.V., she can be contacted by emailing [annemiek.abma@nsdinternational.com](mailto:annemiek.abma@nsdinternational.com)

### 2. Collecting personal data

Labellord B.V. will collect your personal data in case our services are used and/or because personal data is provided to us.

We collect the following data:

- Name and last name
- Gender
- Job title
- Organisation
- Address details
- Invoice and payment details
- E-mail address (also as opt-in for e-mails)
- IP address (in case you receive our e-mails we also register your interactions (open- and click-behaviour))
- Phone number

### 3. Collecting special and/or sensitive personal data

Our website and/or service does not intent to collect data from website visitors under the age of 16, unless they have got permission from a parent or guardian. Though we cannot verify if a visitor is above the age of 16. Therefor we advise parents, in order to prevent the collection of personal data from children without permission, to be involved in the online activities of their children. If you are convinced we do collect personal data from a minor without permission, please contact us by [info@labellord.eu](mailto:info@labellord.eu) and we will delete these data.

### 4. The purpose and fundament on which we collect personal data

Labellord B.V. collects your personal data with the following purposes:

- To send our newsletter and/or brochure
- Promotional activities
- To send personalized mailings with relevant information regarding our services and/or promotions.
- To call or e-mail you in case it is necessary to provide our services and to adapt our services to your needs in a better way than we did before.

### 5. Automated decision-making

Labellord B.V. does not make decisions about matters that may have (significant) consequences for people based on automated processing. Automated processing means decisions made by computer programs or systems without involving a person (for example, a Labellord B.V. employee).

## **6. Duration of storing personal data**

Labellord B.V. will not store your personal data any longer than strictly necessary to achieve the purpose on which we collect your data. For the following (categories of) personal data we use the following retentions:

- Name, last name, gender, address details: until the person unsubscribes from one of our newsletters or services.
- Invoice and payment details: seven years, like the fiscal retention requires.

## **7. Sharing personal data with third parties**

Labellord B.V. exclusively and only shares personal data with third parties if necessary to fulfil our agreement or to comply with a legal obligation.

## **8. Cookies, or comparable techniques, we use**

Labellord B.V. uses functional, analytic and tracking cookies. A cookie is a small text file which will be saved in the browser of your computer, tablet or smartphone when you are visiting our website for the first time. The cookies Labellord B.V. uses do have a purely technical functionality. These cookies ensure the website works properly and, for example, that your preferred settings are remembered. They are also used to optimize our website and to offer you personalized content and ads.

We have informed you about these cookies and asked your permission to use them when you visited our website for the first time.

You can stop cookies being installed on your browser by setting your cookie preferences before you start surfing. Via the settings of your internet browser you can also delete any information saved before. For more information visit: <http://www.allaboutcookies.org/manage-cookies/stop-cookies-installed.html>.

Google Analytics is also allowed to place cookies on our website. For more information about the duration of storing personal data collected by cookies of Google Analytics please visit: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>.

## **9. View, modify or delete personal data**

You have the right to view, modify or delete your personal data by sending an e-mail to [info@labellord.eu](mailto:info@labellord.eu) or [info@etipost.nl](mailto:info@etipost.nl) with a request for deletion of your personal information. You also have the right to recall your permission for collecting personal data or to object the collection of your personal data by our company and you have the right for the portability of personal data. Meaning you can send us a request to send you, or a company you name, a computer file with the data we have collected.

In case you want to use your right to object and/or the right for data portability, or in case you have other questions/comments regarding collecting personal data, please send a specified request to [info@labellord.eu](mailto:info@labellord.eu) or [info@etipost.nl](mailto:info@etipost.nl).

To make sure you are the person sending the request, we ask you to attach a copy of your identification. In the copy only your name has to be visible, to protect your privacy all other information can be made black. Labellord B.V. will respond to your request as soon as possible, or at least within four weeks.

Also, Labellord B.V. reminds you that you have the possibility to file a complaint with the Dutch DPA supervises by using the following link: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

## **10. The way we protect personal data**

Labellord B.V. takes the protection of your personal data seriously and therefor takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized modification. If you have the impression your personal data are not protected well or if you witness signs of misuse, please contact our customer service or send an e-mail to [info@labellord.eu](mailto:info@labellord.eu) or [info@etipost.nl](mailto:info@etipost.nl).