

Privacy statement of Ideaology B.V.

Introduction

Ideaology takes your privacy very seriously and shall handle your personal data with the utmost security and care. In this Privacy Statement you will learn how we handle your data as well as learn about your rights concerning our processing of your data. We advise that you read this Privacy Statement thoroughly. Should you have any questions or remarks, please contact us at info@ideaology.nl.

Who is Ideaology?

Ideaology is the privately held company with limited liability Ideaology B.V., with registered office at (5617 BM) Eindhoven listed at the Traderegister of the Dutch Chamber of Commerce under 78047781.

Ideaology is as the controller ultimately responsible with regard to the processing of your personal data.

How does Ideaology use your personal data?

Underneath you will find an overview of the purposes for the processing of your personal data. You will also find a specification of which data Ideaology uses for that specific purpose, the legal justification, and the amount of time Ideaology keeps this data. For clarity's sake, we have categorised the purposes.

Services, customer management and financial administration

Purpose: Financial administration
Information: Company name, Billing address, Bank details
Legal basis: Legitimate interests
importance: Commercial interests
Storage period: maximum 7 years

Purpose: Invoicing
Information: Company name, Billing address, Bank details
Legal basis: Legitimate interests
importance: Commercial interests
Storage period: maximum 7 years

Purpose: Handling complaints about the product
Information: Home address, Delivery address, Billing address, Email, Phone, Payment information, Account number, Order Number, Complaint content, COC number, VAT number, Customer number
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Purpose: Handling complaints about the service
Information: Home address, Email, Customer file data, Financial data, Data necessary to provide the service, Data generated by the service
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Purpose: CRM
Information: Name, Email, Location, Order history, Social media account, Phone, Profile photo
Legal basis: Legitimate interests
importance: Commercial interests
Storage period: maximum 7 years

Purpose: Job application
Information: Name, Email, Location, Order history, Social media account, Phone, Profile photo
Legal basis: Legitimate interests
importance: Commercial interests
Storage period: maximum 7 years

Marketing

Purpose: Direct marketing
Information: Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 7 years

Purpose: Newsletter
Information: Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 7 years

Purpose: Social media marketing
Information: Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 7 years

Purpose: Behavioural targeting
Information: Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 7 years

Research and Development

Purpose: Market research
Information: Habits, Lifestyle, Social contacts, Property, Travel behaviour, Online behaviour, Home address, Email, Phone, Health information, Behavioural data
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 7 years

Purpose: Scientific research
Information: Habits, Lifestyle, Social contacts, Property, Travel behaviour, Online behaviour, Home address, Email, Phone, Health information, Behavioural data
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 7 years

How did Ideology obtain your personal data?

Ideology has obtained your data because you have provided this data specifically to us or to public sources such as but not limited to social media platforms.

What are your rights?

Under the European General Data Protection Regulation you have a number of rights with regard to your data and the processing thereof:

Access

You may access your personal information and make any necessary changes in your account. If you would like to see which personal data Ideaology has obtained about you, you may exercise your right of access by submitting a request to Ideaology.

Making changes

If you wish to make changes to the personal information that you have seen as a result of a request for access and you are unable to make the changes yourself in your account, you may request that Ideaology makes these changes for you. You may request that Ideaology modifies, corrects, supplements, erases or shields your information.

Restriction of processing of personal data

You also have the right, under certain conditions, to ask Ideaology to restrict the processing of your personal data.

Right to object

If processing of your data takes place on the grounds of 'legitimate interest' by Ideaology or a third party, you have the right to object to that processing.

Portability of data

You have the right to obtain your personal data from Ideaology. Ideaology will provide this in a structured and commonly used format, which can easily be opened using commonly used digital systems.

Withdrawing consent

When the legal basis for a particular processing is your explicit consent, you have the right to withdraw that consent. This does not affect past processing, but does mean that we will no longer be allowed to process this data in the future. It may also result in Ideaology no longer being able to provide you with certain services.

Response from Ideaology

A request can be sent to info@ideaology.nl. Ideaology will comply with your request as soon as possible and in any case no later than one (1) month after Ideaology has received such a request. If Ideaology rejects your request, we will indicate in our reply why the request was rejected.

Recipients of your personal data

It is possible that Ideaology is required to submit your data to a third party, for example to fulfil a legal obligation.

Can changes be made to this Privacy Statement?

This Privacy Statement is subject to changes. We therefore advise you to regularly read the Privacy Statement for any such changes.

Questions, remarks, and complaints

If you have any questions regarding this Privacy Statement or the way in which Ideaology uses your data, you can send an e-mail to info@ideaology.nl. If you have a complaint about the way your data is processed, please send an e-mail to info@ideaology.nl. Furthermore, you always have the right to contact the competent national data protection authority. In The Netherlands, this is the Dutch Data Protection Authority.