



PRIVACY POLICY PRIVA

Last updated on: 5 October 2021

Contact

This privacy policy applies to the personal data that is collected or used by Priva Holding B.V. or its affiliates or subsidiaries (“Priva”, “we”, “us” or “our”).

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privacy@priva.com

Scope

This privacy policy explains how we deal with personal data of:

- (potential) customers of Priva
- visitors to the Priva websites accessible via the priva.com domain and all other Priva websites on which this privacy policy has been published
- recipients of newsletters and commercial emails sent by Priva
- all other persons who contact Priva or of whom Priva processes personal data

Types of personal data, purposes and legal basis

Priva may process personal data provided by you, such as:

- contact details and other personal data needed to provide our products and services

Such data may be used to invoice the products and services Priva provides to you or the organization you work for. When using Priva Data Services related web and mobile applications, Priva makes use of an identifier related to an authenticated user to authorize its users. For display purposes only (so the user can recognize her/himself in our applications) Priva uses the DisplayName provided by our identity provider (Microsoft Azure AAD B2C).

We process these personal data on the basis of a legal obligation, the performance of a contract or on the basis of a legitimate interest, such as security reasons.

- information on business cards, contact details and other personal data provided during events, seminars and other meetings

These personal data may be used by Priva to send you invitations to events and seminars, newsletters, updates and other relevant or requested information. We process these data with your consent or on the basis of a legitimate interest.



- contact details and other personal data provided through contact forms or other web forms on our websites

Priva uses these data to provide you with the requested information or to answer your questions, based on your consent or a legitimate interest.

- personal data obtained from the trade register of the chamber of commerce

Priva uses this information, among other things, to determine with whom we enter into an agreement with and who is authorized to sign such an agreement. Priva processes this information on the basis of a legal obligation, to take steps prior to entering into a contract or for the performance of a contract.

- personal data obtained through or generated on our website, electronic newsletters, commercial emails, or related technologies

This includes data such as your IP address, browsing behaviour on our website (including our web and mobile applications) and whether you open a newsletter or commercial email. Such information enables us to get an idea of the number of visitors, the duration of the visits, what sections of the website are visited and the click-behaviour of our visitors. We mainly use this information to improve our websites, newsletters and commercial emails as well as to carry out and analyse customer satisfaction surveys.

If necessary, Priva requests prior consent for the processing of these personal data. If not, such personal data will be processed on the basis of a legitimate interest of Priva. We refer to our [cookie policy](#) for more information about the cookies we use.

Processing on the basis of consent

If the processing of your personal data is based on consent, you have the right to withdraw this consent at any time. This does not affect the lawfulness of processing based on consent before this withdrawal.

Processors

Priva may hire service providers (processors) for the processing of your personal data which solely process your personal data based on our instructions. Priva will conclude a data processing agreement with these processors which meets the requirements laid down in the General Data Protection Regulation.

Priva, for example, works with service providers offering IaaS solutions (Infrastructure as a Service) or hosting services. Priva also hires IT service providers that provide support to the operation of our systems and makes use of third-party services to send newsletters and commercial emails.

Third parties

Priva may share your personal data with third parties, including governmental bodies and supervisory authorities, when i) Priva believes it is necessary to comply with any law, regulation or request, ii) to respond to claims or legal process, iii) to protect our or another person's rights, property, or safety, or iv) to investigate or remedy potential violations of our terms and policies.



Personal data can also be provided to third parties in case of a reorganisation or merger of our company or sale of (a part) thereof.

Transfer outside the European Economic Area

Priva may need to transfer your personal data to parties located outside of the European Economic Area (EEA), depending on the circumstances. If necessary, Priva will put appropriate safeguards in place to ensure a secure transfer of personal data to third countries, such as the conclusion of EU Standard Contractual Clauses with the recipient of your personal data.

How long do we retain personal data?

We do not retain your personal data longer than necessary for the purposes for which they are processed, unless the data must be kept longer in order to comply with legal obligations, such as a statutory retention period. For example, our financial records will be retained for seven years due to the tax retention obligation.

Rights regarding your personal data

You have the right to access, correct and remove your personal data. You can also object to the use of your personal data or request to limit their use. In certain cases, you can request your personal data and transfer them to another party. If you have any questions, please contact privacy@priva.com or call +31 (0) 174 522 282.

Complaints

If you have any complaints about how Priva handles your personal data, please contact Priva by sending an email to privacy@priva.com. Priva would be happy to assist you.

You always have the right to lodge a complaint with the Data Protection Authority in relation to the processing of your personal data by Priva.

Changes

Priva may change this privacy policy from time to time and invites you to regularly check the privacy policy to keep informed. Priva will inform you of any substantial changes through this website.
