

Privacy Policy

Introduction

Effect.AI wants all of its online visitors to be confident that we process information about you in accordance with applicable privacy legislation. Our Privacy Policy describes how Effect.AI handles and protects your personal data in our capacity as a data controller and data processor. It also describes your rights and how to proceed in case you wish to exercise them.

Effect.AI is committed to respecting your privacy and protecting your personal data – any information that may identify you as an individual person (such as name, address, IP address) and which is collected via our website.

It is important to us at Effect.AI that you feel safe in our processing of your personal data. Effect.AI would never knowingly sell or release your personal data to another party in other ways than as follows from this Privacy Policy and you are always welcome to contact Effect.AI if you have any questions.

Personal Data Processing

The type of information we collect

We collect your personal information when you provide it to us. 'Personal Information' is any information that can be used to identify you or that we can link to you. We may also automatically collect certain information when you access, use or interact with our website <http://www.effect.ai> ("**Website**"), and we may collect information from social media about how you interact with our own social media content.

Information you provide to us

You can use our Website without providing us with your personal information. We only collect information that you provide to us (i) voluntarily on the Website, (ii) when you communicate with us via email or via other means of communication, (iii) when you sign up for our newsletter, alerts or other materials, and (iv) when you respond to our communications or requests for information. The information you provide to us may include, among other things, but not limited to those, your name, your contact information, and information about your social media accounts.

Information we collect automatically

We use first party and third party cookies for several reasons. Some cookies are required for technical reasons in order for our Website to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Website. Third parties serve cookies through our Website for advertising, analytics and other purposes. This is described in more detail below.

Types of cookies

The specific types of first and third party cookies served through our Website and the purpose they perform.

Essential website cookies: These cookies are strictly necessary to provide you with services available through our Website, such as access to secure areas.

Performance and functionality cookies: These cookies are used to enhance the performance and functionality of our Website but are non-essential to their use. However, without these cookies, certain functionality may become unavailable.

Analytics and customisation cookies: These cookies collect information that is used either in aggregate form to help us understand how our Website is being used or how effective our marketing campaigns are, or to help us customise our Website for you.

Advertising cookies: These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously re-appearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

Social networking cookies: These cookies are used to enable you to share pages and content that you find interesting on our Website through third party social networking and other websites. These cookies may also be used for advertising purposes too.

Your rights

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information.

Essential website cookies: Because these cookies are strictly necessary to deliver the Website to you, you cannot refuse them. You can block or delete them by changing your browser settings however, as described above.

Targeted advertising

Third parties may serve cookies on your computer or mobile device to serve advertising through our Website. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

How we use your personal data

We collect the personal data mentioned in this statement for the following purposes:

- to provide our services to you, including but not limited to the execution of agreements you have entered into, to maintain accurate information about you, and/or to carry out or respond to questions, requests and/or instructions from you;
- to carry out, monitor and analyse our business;
- to troubleshoot, operate and improve our digital services and our Website;
- to send you newsletters, marketing communications, and/or other information that may interest you; and
- to share information you provide to us with selected third parties that provide services to us.

How long we keep your personal data

We will keep your personal data no longer than is necessary for the purposes for which the personal data is processed, or to meet legal and regulatory requirements.

Security

Effect.AI takes every reasonable measure to protect stored data from malicious attacks. We have developed a security assurance program that uses best practices for global privacy and data protection.

We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of personal customer information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.

Where we have given you a password which enables you to access certain parts of our Website, you are responsible for keeping your own password confidential.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your (personal) data, we cannot guarantee the security of your data transmitted to and through our Website. Therefore any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent any unauthorised access.

In the case of a security breach, Effect.AI has developed an Incident Response protocol in accordance with legal requirements posed by the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

Transfers to Third Countries

Effect.AI strives at all times to keep personal data within the European Economic Area (EEA) but engage suppliers located outside of the EEA such as Google.

During support and maintenance, Effect.AI may have to transfer information outside of EEA. Any such data will always be kept to a minimum relevant for the purpose. No matter where your personal data is transferred Effect.AI always takes appropriate technical and organizational measures to ensure that the security level is the same as in the EEA and at an adequate security level, for example by using the EU Commission's Standard Clauses or ensure that the supplier is Privacy-Shield registered.

Deletion of Data

Personal data will not be stored for longer than is necessary in light of the purposes of the processing and, in general, Effect.AI will delete personal data in the manner which follows from applicable legislation. Where information is known to be unreliable, irrelevant or excessive, it will be securely deleted or access will be removed, as soon as is reasonably possible.

Your rights

You have the right under the data protection laws to **access** and **review** the information we hold about you, subject to certain conditions. If you wish to make an application to access this information please contact us via the contact details stated at the end of this privacy statement.

You also have the right to **amend** or **update** the information which we hold about you. To do so, or if you wish us to stop using your (personal) data, you can also contact us via the contact details stated at the end of this privacy statement.

You have the right to data **portability**. If you want to receive the personal data we have processed with respect to you, please let us know.

If you have the opinion that we are not treating your personal information with an adequate level of precision and/or confidentiality, you also have the right to file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens). All requests will be handled within reasonable time.

We have the right to amend this privacy policy. We will announce all amendments on the Website. With this in mind, we advise you to regularly check this page to see whether any amendments have been made. The current privacy policy was updated on 4 June 2018.

Contact Information

If you have any questions regarding our Privacy Policy or any other question regarding our processing, please contact us:

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