

# PRIVACY STATEMENT

## HOLLAND BRANDING

*Date of last change: May 2018*

**Holland Branding (part of the Netherlands Enterprise Agency) believes that personal data of visitors of our websites should be treated with the utmost care. When processing<sup>1</sup> personal data we therefore act in accordance with the EU General Data Protection Regulation (GDPR, or AVG in Dutch). In our privacy statement we explain what personal data we collect and how we process it.**

### **Contact**

Holland Branding | Netherlands Enterprise Agency | Pr. Beatrixlaan 2 | 2595 AL | Den Haag | 088 042 42 42 | Calling from abroad? Please dial: +31 70 379 80 00

### **Data Protection Officer**

The Netherlands Enterprise Agency acts in accordance with the privacy policy of the Ministry of Economic Affairs and Climate Policy (EZK). Do you have a specific question or do you want to issue a complaint? Please contact the Ministry of Economic Affairs and Climate Policy Data Protection Officer. You can contact the DPO by e-mail: [PbFG@minezk.nl](mailto:PbFG@minezk.nl) or by sending a letter to:

Data Protection Officer  
Ministry of Economic Affairs and Climate Policy  
Executive office  
PO Box 20401  
2500 EK The Hague

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<sup>1</sup> By processing we mean everything we can do with this data such as collecting it, recording, storing, adjusting, organising, using, disclosing, transferring or deleting.

### **Personal data we process**

Holland Branding only collects personal data which were entered by the users of its websites out of their own free will (f.e. when completing an online form). The personal data we process includes:

- Name
- Address
- City
- Country
- Email
- Date of birth
- Sex
- Online behaviour and preferences data, such as the IP address of your mobile device or computer and the pages you visit on our websites
- Other data you share with us, for example when you fill in an online form

### **Special or sensitive personal data we process**

We do not intend to collect your personal data if you are younger than 16, unless we have permission from parents or a guardian. If you determine that we have collected personal data without that permission, please contact us and we will delete this information.

### **Using your data**

Holland Branding uses personal data for the following purposes:

- Sending you a newsletter
- Providing you with information about us

### **Making decisions**

Holland Branding does not make decisions based on automated processing on matters that can have (significant) consequences for you. These are decisions that are taken by computer programs or systems, without a person (for example an employee of Holland Branding) involved.

### **Retention period**

Holland Branding will keep your personal data for no longer than necessary for the processing purposes mentioned above. This means that your personal data are kept for as long as necessary to fulfil the specified purposes.

### **Sharing your data**

Your information will not be provided to third parties unless Holland Branding is obliged to do so by law, by court order or when you have consented to this. When we share data with others, we put contractual arrangements and security mechanisms in place to protect the data and to comply with our data protection, confidentiality and security standards.

## **Cookies**

Some parts of this website may contain cookies. Cookies are small pieces of information (files) that a website stores on your computer. The website instructs your browser to do so. Cookies are not used to obtain nor save personal information. By adjusting the settings of your browser you can change this procedure. In these cases, it is possible that you may not have access to certain areas of our website.

## **Your rights**

Under the privacy legislation you have various rights.

- *Access*: you have the right of access to your personal data. You will receive an overview of your personal data within a month of the date on which we receive your request for access.
- *Correction*: if your data are incorrect, we will correct them.
- *Erasure*: you can submit a request to have your personal data erased. The data can be removed only if they are incorrect or no longer relevant.
- *Restriction*: if you believe that Holland Branding is processing your personal data unlawfully or incorrectly, you may restrict this processing.
- *Objection*: you may object to the processing of your personal data on the grounds of special personal circumstances. In the event of an objection to direct marketing, we will terminate the processing as quickly as possible.
- *Portability*: You may request transmission of your personal data where the processing is based on consent or a contract with Holland Branding.

Questions about this privacy statement or a request concerning the processing of your personal data may be addressed to the Ministry of Economic Affairs and Climate Policy Data Protection Officer. You can contact the DPO by e-mail: [PbFG@minezk.nl](mailto:PbFG@minezk.nl), or by sending a letter to:

Data Protection Officer  
Ministry of Economic Affairs and Climate Policy  
Executive office  
PO Box 20401  
2500 EK The Hague

To ensure that we do not disclose the data to the wrong person, we would kindly ask you to identify yourself (for example, by sending a copy of a valid proof of identity) when submitting a request. Please do not forget to render your citizen service number (BSN) illegible and your passport photograph unrecognisable on the copy.

**Protection your data**

We promise that we will treat your personal information with utmost care. Our staff and the business partners we employ are obligated to respect the confidential nature of your personal information. The transmission and storage of your personal information is safeguarded in accordance with current technology and with the ICT-safety procedures of the Ministry of Economic Affairs and Climate Policy (EZK).

**Complaint about the processing of your personal data**

If you have a complaint about the processing of your personal data by the Holland Branding team, we will try to resolve the matter with you. If this does not produce the desired result, you have the right to lodge a complaint with the privacy regulator – the Dutch Data Protection Authority (Autoriteit Persoonsgegevens). For this purpose you should contact the Autoriteit Persoonsgegevens<sup>2</sup> (Dutch only).

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<sup>2</sup> You can use this link: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>.