

## **Privacy Statement Lenssen Advies B.V. KvK 14116495**

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### **Introduction**

As part of our services, we process personal data. We may have received this data directly from you, for example via our website, email, telephone, post, social media channels, etc. Additionally, we may obtain your personal data through third parties (e.g. your employer). With this privacy statement, we inform you about how we handle your personal data.

### **Personal Data Processed**

The specific personal data we process depends on the exact service and context. Common types of data we process include:

- Name and address details;
- Contact person's job title;
- Date and place of birth;
- Gender;
- Contact details (email addresses, phone numbers) and name and position of contact persons;
- Copies of identification documents;
- Citizen service number (only when necessary);
- Passport photo (only when strictly necessary, e.g. for personnel files);
- Age;
- Salary and other data required for tax filings, salary calculations, etc.;
- Marital status, partner details, and possibly information about children (if needed for tax returns);
- Bank account number;
- Information about your activity on our website, IP address, internet browser, and device type.

### **Purposes and Legal Bases for Processing**

We sometimes process personal data to comply with legal obligations, but mostly to deliver our services. Some data is also collected for practical or efficiency purposes which we assume are in your interest, such as:

- Communication and information provision;
- Identification under legal requirements;
- Efficient delivery of our services;
- Improving our services;
- Invoicing and collection.

We may also use your personal data for marketing purposes, to send promotional materials or updates about our services that we think may be relevant to you.

Occasionally, we may contact you for feedback or research purposes.

If we ever want to use your data for purposes other than those listed above, we will ask for your explicit consent in advance.

Additionally, we may use your personal data to protect our own rights or property, or those of our users, and, if necessary, to comply with legal procedures.

### **Third-Party Sharing**

We may use third-party services for our operations when they have expertise or resources we lack. These may include processors or sub-processors working under your instructions. Other third parties who might have access (though not processors) include our system administrator, software or hosting providers, government agencies, or advisors.

We will enter into written agreements with any such third parties to ensure GDPR compliance. We only work with reliable parties who handle personal data responsibly. We will never share your data with third parties for commercial or charitable purposes without your explicit consent.

### **Website Visitor Tracking**

We collect general visitor data such as traffic and visited pages to optimize the website layout. These are statistical, not personal, data.

This website uses **Google Analytics**, which uses cookies to analyze user behavior. The data generated (including your IP address) is sent to Google servers in the U.S. Google may share this data if legally required or if others process it on its behalf.

You may disable cookies via your browser, though this may limit website functionality. By using this website, you consent to data processing by Google as described. See Google's privacy policy for more details.

### **Retention Periods**

We will not retain your data longer than necessary for the stated purposes. Some data must be kept longer (usually 7 years) due to legal obligations (e.g. tax retention laws) or industry guidelines.

### **Security**

We take appropriate organizational and technical measures to protect your data, considering the nature of the data, current technology, and the cost of protection. Employees and relevant third parties are bound by confidentiality agreements. We ensure proper training and instruction regarding GDPR responsibilities. Upon request, we can explain our data protection approach in more detail.

### **Your Rights**

You have the right to access, rectify, or delete your personal data (unless legally restricted). You may object to data processing or request a data transfer to yourself or another party.

### **Data Breaches**

In the event of a data breach, we will inform you immediately unless there are compelling reasons not to. We aim to do so within 48 hours of discovery or notification by a (sub)processor.

### **Complaints**

If you have complaints about our data processing, please contact us. If unsatisfied, you may file a complaint with the Dutch Data Protection Authority (**Autoriteit Persoonsgegevens**).

### **Processing within the EEA**

We only process data within the **European Economic Area (EEA)** unless agreed otherwise in writing.

Exceptions may occur when using tools like Google Analytics, LinkedIn, or Facebook. These providers may store limited personal data (e.g. your IP address) outside the EU. These parties are **EU-U.S. Privacy Shield** certified and must comply with European privacy regulations.

### **Liability**

While we strive to maintain accurate and secure information, **Lenssen Advies** is not liable for errors or the content/actions of third-party websites or shared messages. No rights can be derived from this website's content.

**Changes**

Our privacy policy may change over time. The most recent version is always available on our website.

**Contact**

We hope this privacy statement has provided you with a clear understanding of our privacy policy. However, if you have any questions about how we handle personal data, we would be happy to hear from you.

For any questions or comments regarding privacy matters, please send a message to [compliance@lenssenadvies.nl](mailto:compliance@lenssenadvies.nl).

**Veerle Ferfers-Reemers**

Privacy Officer