

Privacy statement for influencers

Who are we?

Adviesbureau Hollander en Van der Mey B.V. (hereinafter: HvdM) has providing advice and carrying out activities in the area of public relations as its core activities. Our contact details are:

- address : Floris Grijpstraat 2 (6th floor), 2596 XE The Hague, Netherlands
- telephone: +31 (0)70 354 90 00
- email : info@hvdm.nl
- website : www.hvdm.nl

Why this statement?

We are responsible for adequate protection of the personal data we process in the context of our service provision. In doing so we meet the requirements of the privacy regulations. In this statement we explain what we do with your personal data and for what purpose we do this. If you have any questions after reading this document, please contact us.

For whom is this privacy statement intended?

By influencers we mean journalists, bloggers, and vloggers.

1. Use of personal data

We attach great value to handling your personal data with care. This specifically means that HvdM:

- clearly states for which purposes the personal data is processed. We do this through this privacy statement;
- limits the collecting of personal data to only that data that is necessary for the purposes for which it is processed;
- asks for your explicit consent to process personal data in those cases for which your consent is required;
- does not pass on your data to third parties, unless this is necessary for being able to provide the requested service or if we have a legal obligation to do so;
- when sharing your personal data, makes arrangements with third parties to ensure that, among other things, it is not used for other purposes;
- takes appropriate security measures to protect your personal data and demand the same from parties that process personal data on behalf of HvdM;
- respects your rights and will accept your requests for access, correction, removal, restriction of processing, and transfer.

2. Personal data we process

Your personal data is processed for the following purposes:

- provision of press information;
- invitations for press events;
- distributing test samples of our clients' products.

The basis for processing is the legitimate interest of HvdM and its clients and/or the consent given by you.

We may process the following personal data for the above-mentioned purposes:

- name and (postal) address;
- telephone and email;
- website and social media accounts (including, but not limited to YouTube, Instagram).

The following retention period is observed for this personal data:

- at least one year after the end of the PR activity.

3. Retention periods

HvdM does not process and retain your personal data for longer than is necessary for the purpose for which the personal data was collected or for compliance with a statutory obligation.

4. Sharing with third parties

HvdM shares your personal data with third parties for the execution of an order and/or for compliance with statutory obligations. With companies that process your data on our behalf we make arrangements about a safe and responsible processing of your data. In addition, we may provide third parties with your personal data with your explicit consent. HvdM does not sell your personal data to third parties.

If your personal data is sent abroad, this will only be to a country with an appropriate level of protection. If a country to which data is sent does not have an appropriate level of protection, one of the other legally permitted means is applied to adequately protect the data.

5. Visits to the website

HvdM uses functional and analytics cookies that do not infringe on your privacy.

A cookie is a small text file that is stored to your computer, tablet or smartphone during your first visit to the HvdM website. These cookies are necessary for the technical functioning of the website and the ease of use. The cookies are also used for optimising our website and for Google Analytics. For Google Analytics, the data is processed anonymously and not used in combination with other Google services. You can opt out of cookies by setting your internet browser to stop storing cookies.

6. Your rights if we process your personal data

If we process your personal data, you have inter alia the right to access, rectification or removal of personal data.

In addition, you have the right to restriction of the processing, the right to object, and the right to have your personal data transferred. You have the right to restrict the processing if the accuracy of the personal data is disputed, the processing is unlawful, the processing is not necessary anymore for the purposes of processing, and your right as a data subject outweighs our right to process.

We will respond to your request as soon as possible, within the statutory period. If a processing operation is based on consent, you are always entitled to withdraw your consent.

7. Complaints

If you have a complaint about the processing of your personal data, please contact us immediately. If we are unable to reach a solution together, you can lodge a complaint with the supervisory authority (the Dutch Data Protection Authority).

8. Security and protection of data

HvdM is committed to the protection of your data and takes appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure, and unauthorised alteration. If you feel that your data is not adequately protected or if there are indications of misuse, please contact us. HvdM has taken both technical and organisational measures to protect your personal data.

This statement was last updated on 9 June 2020.