



Prime Marketing, Euclideslaan 60, 3584 BN Utrecht, NL
is responsible for the processing of personal data as
reflected in this privacy statement.

Contact details:

<https://primemarketing.nl/>

Euclideslaan 60
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+31 6 838 280 04

Stijn van Elsacker is Prime Marketing's Data Protection Officer
He can be reached at stijn@primemarketing.nl



Personal data we process

Prime Marketing processes your personal data because you use our services and/or because you provide these data to us yourself.

Below is an overview of the personal data we process:

- First and last name
- Gender
- Date of Birth
- Address Information
- Phone number
- E-mail address
- IP address
- Location data
- Information about your activities on our website
- Information about your surfing behavior across different websites (for example, because this company is part of an advertising network)
- Internet browser and device type

Special and/or sensitive personal data we process

Our website and/or service does not intend to collect data on website visitors who are under the age of 16. Unless they have parental or guardian consent. However, we cannot verify whether a visitor is older than 16. Therefore, we encourage parents to be involved in their children's online activities in order to avoid collecting information about children without parental consent. If you believe that we have collected personal information about a minor without such consent, please contact us at info@primemarketing.nl and we will delete this information.

For what purpose and on what basis we process personal data

Prime Marketing processes your personal data for the following purposes:

- Handling your payment
- Sending our newsletter and/or advertising folder
- Calling or emailing you if necessary to carry out our services
- Inform you about changes in our services and products
- To deliver goods and services to you
- Prime Marketing analyses your behaviour on the website in order to improve the website and the range of products and services to match your preferences.
- Prime Marketing tracks your surfing behaviour on different websites to match our products and services to your needs.

Automated decision-making

Prime Marketing does not make decisions based on automated processing about things that could (significantly) affect individuals. These are decisions that are made by computer programs or systems, without a human being (e.g. an employee of Prime Marketing) in between.

How long we keep personal data

Prime Marketing will not keep your personal data longer than strictly necessary to fulfil the purposes for which your data is collected. If no agreement is reached, we will not keep your data longer than 3 years.

Sharing personal data with third parties

Prime Marketing does not sell your data to third parties and will only provide it to you if it is necessary for the execution of our agreement with you or to comply with a legal obligation. With companies that process your data on our behalf, we enter into a processor agreement to ensure the same level of security and confidentiality of your data. Prime Marketing remains responsible for this processing.

Cookies, or similar techniques, that we use

Prime Marketing uses functional, analytical and tracking cookies. A cookie is a small text file that is stored in the browser of your computer, tablet or smartphone when you first visit this website. Prime Marketing uses cookies with a purely technical functionality. These ensure that the website works properly and that, for example, your preferences are remembered. These cookies are also used to make the website work properly and to optimize it. In addition, we place cookies that track your surfing behavior so that we can offer tailored content and advertisements.

During your first visit to our website, we informed you about these cookies and asked your permission to place them.

You can opt out of cookies by configuring your internet browser to stop storing cookies. In addition, you can also delete any information previously stored via your browser settings.

Cookies are also placed on this website by third parties. These are, for example, advertisers and/or the social media companies. Below is an overview:

For example:

Cookie: Google Analytics

Naam: _utma

Function: Analytical cookie that measures website traffic

Retention period: 2 years]

Services and cookies we use:

Leadfeeder <https://www.leadfeeder.com/>

Hotjar <https://www.hotjar.com/>

Google Analytics <https://analytics.google.com/>

Hubspot <https://www.hubspot.com/>

LinkedIn Insight Tag <https://www.linkedin.com/>

View, modify or delete data

You have the right to view, modify or delete your personal data. In addition, you have the right to withdraw your possible consent for data processing or object to the processing of your personal data by Prime Marketing and you have the right to data portability. This means that you can request us to send the personal data we have on you in a computer file to you or another organisation named by you.

You can send a request to inspect, correct, delete, transfer your personal data or request the revocation of your permission or objection to the processing of your personal data to info@primemarketing.nl.

To make sure that the request for inspection is made by you, we ask you to send a copy of your ID with the request. In this copy, black out your passport photo, MRZ (machine readable zone, the strip of numbers at the bottom of the passport), passport number and Citizen Service Number (BSN). This is to protect your privacy. We will respond to your request as soon as possible, but within four weeks.

Prime Marketing would also like to inform you that you have the possibility to file a complaint with the national supervisory authority, the Authority for Personal Data. This can be done through the following link:

<https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

How we secure personal data

Prime Marketing takes the protection of your data seriously and takes appropriate measures to prevent abuse, loss, unauthorised access, unwanted disclosure and unauthorised modification. If you feel that your data is not well protected or there are indications of abuse, please contact our customer service or via info@primemarketing.nl.