

Privacy Policy and Cookie Statement

General

Geostick has drawn up this privacy policy to inform you how we deal with the information, and in particular the personal data, you provide to us. As we appreciate the importance of securing your personal data, we comply with the relevant legislation, including the General Data Protection Regulation (GDPR), and have therefore adopted various measures. This is done under the responsibility of:

Geostick BV
Amsterdamseweg 26
1422 AD Uithoorn
info@geostick.nl
+31 (0)88 – 05 14 100

The activities of Geostick Self-Adhesive Labels, Geostick Labels & Flexibles, Geostick Labels & Tags, Geostick Print and Labelling solutions, Geostick Healthcare Labels, and Geostick Gevaarsetiketten (*Geostick danger labels*) also belong to this organisation and privacy policy. These activities occur at our locations in Uithoorn, Heumen, Rotterdam, and The Hague.

All questions about privacy and use of personal data can be directed to:
Nico Veenstra

You can share these data with us in various ways. A different privacy policy applies to personnel data: please contact our HR Manager for this purpose.

You can share data with us in various ways:

- Through our websites / webshop / applications / linked systems:
 - www.geostick.nl
 - <https://w4l.geostick.nl/security/login>
 - Active Campaign
- By e-mail
- By telephone
- By letter or leaving your business card behind

In general, we process your data for:

- Administrative purposes;
- Communicating about orders, in response to your questions, and informing you about Geostick's products and services, including sending newsletters, invitations, gifts, or offers;
- Executing or issuing an order, for example to make individualised printed materials or deliver to an address.
- Implementing improvements in our organisation's ICT systems and processes.

We do this based on an order, a demonstrable request from you, or our legitimate general interest (general commercial activities). This privacy policy provides you with more insight into the details, including about our website.

When we receive an order from our customers, we are the Processor of personal data. As these data are variable and we are not the Controller, they cannot be predicted in advance for us. We handle these data as instructed by our customer in a processing agreement. If you have questions about such data, it is best to contact the original party that collected your data (the Controller).

Changes in our data processing procedures, websites, applications, or manner of consultation or contact can lead to changes in our privacy policy, which we keep updated on our website. It is thus advisable to read over this privacy policy regularly.

Examples of data that we may record about you: customer data (for order and customer relationship management purposes), supplier and prospective customer data

We register data of our business contact (the legal entity that is our client, which sometimes can be a private person) and employees at our contact. We process your data because you have placed an order with us or given us written or verbal consent, for example by leaving your business card behind. We do this for the general purposes mentioned above. We can record:

- Company details
- Surname/initials/surname prefix
- Titles (if any)
- Job title
- Address
- Postal code
- Town/city
- Province
- Country
- Telephone number
- Fax number
- E-mail address
- Website (if any) and social media profiles
- Gender
- Date of birth
- Language spoken
- Business interests
- Use of any products or services
- Username and login details
- Employed at the organisation, employment start date at the organisation
- Relevant data for order processing and the business transaction, including bank account number, VAT number, Chamber of Commerce number, checking your creditworthiness, payment agreements, payment history, billing address, delivery address. As can be expected, we cannot execute your order without these data.

Based on the order and other arrangements made, we record more data about you. We retain these data until you request us to delete them, because our experience shows that customers, suppliers, and other business contacts think it is appropriate for us to have access to historical data.

We do not share your data with third parties, unless necessary for checking creditworthiness, executing an order (for which we may pass on contact details of our suppliers to customers), or improving our internal processes.

Accessing, supplementing, rectifying, restricting, or deleting data and your further rights

Under the General Data Protection Regulation, you have various rights, which the Dutch Data Protection Authority (*Autoriteit Persoonsgegevens*) informs you about in detail. Among other things, you may access, retrieve, have us transfer, rectify, or delete your personal data, or withdraw your prior consent for us to use and process your personal data.

If you have a complaint about the processing of your personal data, please contact us and we will be

happy to assist you. You may also submit a complaint to the statutory supervisor, the Dutch Data Protection Authority.

You may send a request for access, rectification, or removal using the above contact information. We will respond to your request as soon as possible, but within four weeks at most. In that case, we retain the information we are legally obliged to retain.

Security

We take the protection of your data seriously and adopt appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure, and unauthorised alteration.

If you sense that your data are not secure, there are indications of misuse, or if you would like more information about the security of collected personal data, please get in touch with our contact person.

How long we retain your data

We do not retain your data in our active operational systems for longer than is strictly necessary to achieve the purposes for which we collect them. This means we retain your data as long as required by law and until you request us to delete them. If you ask us to delete the data, it may still be present in backups. We have drawn up procedures to prevent backup data from becoming unintentionally active.

Sharing with others

We provide your personal data to these third parties only:

- Our partners in business services (ICT suppliers, subsequent processors, carriers) for handling your questions, executing, delivering, invoicing and administering orders, improving the operation of the website and our business processes, and solving technical problems.
- Competent authority, when it orders us to share the data.

www.geostick.nl

The website geostick.nl and all its associated websites (*.geostick.nl) are Geostick's ultimate responsibility.

If you have questions about our website and our use of personal data, please contact our marketing department. If you have general questions, it is best to contact them first: they can give you the best advice.

Personal data that are processed

Our websites and the ICT service providers involved may process personal data about you when you use the services offered (through visits or registration) or contact us by telephone or e-mail about using these applications.

Be aware that we are not responsible for the privacy policies of other websites/applications that can be accessed through a link on our website(s).

Your visit to our website, and your decision to register or enter data, possibly supported by an explicit order or an underlying contract, constitutes your consent that we can process your data for the stated purposes.

Our website may process these personal data:

- Technical data that your computer and browser leave behind when they visit our website.
- Registration of your actions on our website. We use trackers and analysis tools (described later in this privacy policy)
- Your company name, first name, surname, telephone number, e-mail address, and any comments/questions you enter when using the contact form. Please do not leave sensitive personal data in these comments.
- Account details, including language, username, first name, surname, company name, e-mail, and password for our applications (webshop and newsletter)
- Content data from the webshop/application that you leave behind, because these are linked to your account and may contain data you have entered.

We retain these data at least as long as we are legally required to retain them, or until you request their deletion, to perform our agreements with you, manage and improve the applications, and provide you with the information you require because your historical behaviour helps us to support you better.

If you contact us or one of our suppliers by telephone or e-mail, we register the e-mail and other relevant information relating to this contact in our e-mail systems, network folders, or customer management system, including at least your name, to process your contact with us. We retain these data until you request their deletion, to answer your question, and for the previously mentioned purposes.

We store all personal data within the European Economic Area, or at a location that at least offers adequate guarantees, such as through Privacy Shield. The website/application uses a reliable SSL Certificate to ensure that your personal data do not fall into the wrong hands.

Why we need your data

We process personal data that you leave behind mainly to support you in your request submitted through the contact form (after which we contact you), execute orders and provide products and services, for the use of the application/shop, or when you call us.

We also process your personal data to send you our newsletters.

You can also ask us detailed questions about our activities, using the website, or resolving technical problems. If you send e-mails or other messages to us, we may keep those messages. When relevant, we sometimes ask you for more data. This enables us to process your questions and answer your requests. We will of course treat any content data that you leave behind as confidential.

We also store relevant information (which could include advertisements and your response to them outside the website) about your use of our website. We do this to analyse the use of the website and improve it for visitors.

Our website does not adapt to your visitor behaviour.

We also use your data to solve problems in the use of the website and to analyse general customer behaviour on our website. We will not contact you based on analysis tools and will not provide these analysis data to parties other than those specified in this document.

We combine the data you provide to us through our website, and through e-mail, verbal and telephone contact in our customer management system, for the already stated purposes. We do not use these combined data for purposes other than those already mentioned.

Analysing website visits (and use of cookies)

Our websites use cookies (text files placed on your computer) and analysis tools (Google Analytics, Google Tag Manager, DoubleClick, and GA Audiences – all Google products covered by Privacy Shield) to operate the website and help analyse how visitors use it.

We use this information to track how you use the website, compile reports on website activity, improve the functioning of the website, and provide more targeted relevant general information to visitors.

Most browsers (Google Chrome, Internet Explorer, Safari, Firefox, and so on) are set to accept cookies by default. Although you can set your browser to refuse all cookies or show when a cookie is being sent, some of our website features might not function correctly if you do this.