



Privacy statement

Company website - www.dialog.nl

1 July 2020 – Version 1.1

Introduction

We (Perflectie C.V., hereinafter: Dialog) attach great importance to the privacy of our website visitors. This privacy statement was made for our company website www.dialog.nl and not on our online platform Dialog (available at <https://app.dialog.nl/>).

Dutch law applies to the legal relationship between you and Dialog and the processing of personal data therefore takes place in accordance with applicable Dutch laws and regulations in the field of privacy, including the General Data Protection Regulation (GDPR).

Storage of personal information

The purpose of the company website is to inform interested parties about the online platform Dialog and related and / or additional services. To do this, Dialog stores both personally and non-personally identifiable data about individuals who visit our website.

Personal data

We collect personal data that can be traced back to you when you:

- request downloadable content, such as e-books, clickable demos, videos and tools, from OUR website;
- you subscribe to our newsletter;
- you register for one of our events;
- contact us (forms such as a contact form or request for quotation);

Of course you are not obliged to leave this information, but you cannot perform the actions above without sharing this information with us.

We store personal data you leave with us in order to send you the content you expect from us.

Data not traceable to an individual

In addition to personal data, we also collect aggregated anonymized information about your website visit. This is not traceable to you as a person and helps us to better understand how our company website is used.

Opt-out & data removal

We do not store or use your personal data longer than necessary.

You can unsubscribe from emails you receive from us at any time by using the unsubscribe link in the emails.

If you want to use your right to be forgotten, you can send an email to support@dialog.nl. We will then delete all data that can be traced back to you as an individual and, if we have succeeded, will inform you accordingly.

Data security

We ensure that appropriate technical and organizational measures have been taken to protect your personal data against loss and against any form of unlawful processing.

Provision of your data to third parties

We never sell or rent your personal information.

For certain services, part of your data is processed by third parties (read: sub-processors). This processing is necessary for an optimal experience of the website. The sub-processors do not use your personal data for other purposes.

An overview of sub-processors can be requested by e-mail from Dialog by sending an e-mail to support@dialog.nl. We will respond to the request within 10 working days.

The company website contains links to third party websites. We are not responsible for compliance with privacy laws by these third parties.

Use of Cookies

Cookies are used on our company website. A cookie is a small text file that is placed on your device by the system of the website you visit. A cookie contains information about your visit to the website. The cookies we place can never be traced back to your personal data, such as your name or e-mail address. The cookies we place on your device are used for the following purposes:

- Improving the website by gaining insight into the use of the website;
- Provide the opportunity to share parts of the website via social media;
- Improve our marketing activities.
- Protect against automated submissions.

It is possible to block cookies or not to allow the use of cookies. The way in which you can do this depends on your browser, see for example the explanation of the consumer association. By disabling cookies, certain parts of our website will function less or no longer.

Google Analytics

We use Google Universal Analytics to analyze how our website is used. For example, via Google Universal Analytics, we collect data about the number of users who visit the website and from

which page they were forwarded to our website. The data we collect does not contain any personal data and cannot be traced in any way to individual users.

When you visit our company website, you can authorize the use of a cookie that generates a unique, randomly generated, user ID to analyze activity on the website in combination with Google Universal Analytics. This unique user ID is separate from any personal data you may have left.

To collect data in Google Universal Analytics, we place Javascript tracking code on our website that sends information to Google to Google servers, including in the United States. Read Google's Privacy Policy for more information. If you do not wish to be included in our Google Analytics statistics, you can use the Google Analytics Opt-out Browser Add-on.

Hotjar

We use Hotjar to analyze how our website is used. Hotjar collects data about the general use of the website, and is not intended to trace individual data about a user. For example, via Hotjar we collect heat maps from pages with information about which buttons are clicked and where they are scrolled.

To collect data in Hotjar, we place Javascript tracking code on our website that sends information to Hotjar to Hotjar's servers in Ireland. Read the Hotjar Privacy Policy for more information. You can unsubscribe from Hotjar tracking via this link: <https://www.hotjar.com/opt-out/>. In addition, the Hotjar Terms & Conditions of Use (<https://www.hotjar.com/terms>) and Privacy Policy (<https://www.hotjar.com/privacy/>) can be found on the Hotjar website.

ActiveCampaign site tracking

We use ActiveCampaign (<https://www.activecampaign.com>) (AC) site tracking to analyze how the Dialog website is used. The AC site tracking is used to analyze the behavior of visitors and to offer the right content based on this.

For site tracking, from the moment a visitor places a form, such as when requesting an e-book or demo, a Javascript tracking code is placed that sends information to ActiveCampaign to ActiveCampaign servers in the United States. Read the ActiveCampaign Privacy Policy (<https://www.activecampaign.com/privacy-policy/>) for more information.

Access to your personal information

You have the right to ask us which personal data we process about you. We will respond to this request in writing at least within four working weeks. You can then request us to supplement, correct, delete or shield this information, indicating in your request what changes you want. Dialog will also respond to this request within four working weeks.

Changes to this Privacy Statement

If we decide to change this Privacy Statement, these changes will be incorporated directly into this Privacy Statement. We therefore recommend that you regularly consult this Privacy Statement so that you are aware of any changes.

If you have any questions about our privacy policy, you can send them to us by email by sending an email to support@dialog.nl.