

# Privacy and cookie statement

## By Whyte!

*This privacy and cookie statement was last amended on 08.04.2024.*

Your privacy and the protection of your personal data is of great importance to By Whyte!. During the processing of your personal data, both offline, via our services and via our website (<https://www.bywhyte.nl>), we comply with the requirements of the applicable data protection legislation. This means we:

- Clearly **specify our purposes** before we process personal data, by using this privacy and cookie statement.
- **Limit our collection** of personal data to only the personal data needed for our legitimate purposes.
- First **ask for your consent** to process your personal data in cases where your prior consent is required.
- Take **appropriate security measures** to protect your personal data.
- **Respect your rights**, for example the right to access, correct or delete your personal data.

We respect the privacy of our website visitors, clients, partners, suppliers and job applicants and ensure your personal data is handled confidentially. In this privacy and cookie statement we inform you about the personal data we process and your privacy.

If you have any questions regarding the processing of your personal data, please feel free to contact us. The contact details are mentioned below.

### **What personal data we collect and why we collect it**

By Whyte processes your personal data because you use our services and/or because you provide it to us yourself. Below is an overview of the personal data we process:

- Gender
- First and last name
- Company name
- Address information
- Phone number
- Email address
- Chamber of Commerce number
- VAT number

You consent to us using your data at the point at which you give it to us. You can subsequently ask us to delete all of the personal data you have given us by request.

### **What we do with the information we collect**

By Whyte processes your personal data for the following purposes:

- To provide our services and answer your enquiry by telephone or email
- To be able to call or e-mail you if this is necessary to carry out our services
- To inform you about changes in our services and products
- To deliver goods and services to you
- By Whyte also processes personal data if we are legally obliged to do so, such as data we need for our tax return
- We keep the information you provide to us for internal record keeping
- We may use the information to improve our services

- We may periodically send you emails, your consent may be withdrawn at any time

### Providing your personal data to third parties

By Whyte does not sell your data to third parties and will only provide it to third parties if this is necessary for the execution of our agreement with you or to comply with a legal obligation.

To this end, your personal data may be shared with the following third parties:

- IT and security service providers, such as TransIP, Eventbrite and MailChimp
- Wijnen Consultancy, for carrying out our administration. The data stored there (may) be n.a.w. data, e-mail address, telephone number, (scanned) purchase and sales invoices.
- Authorities (for example tax authorities, or the police in case of a suspected crime)

We have concluded appropriate contractual agreements with these parties to ensure that your personal data is handled in a secure way. Of these parties, MailChimp is established in the United States. MailChimp is Privacy Shield-certified. Please visit the [Privacy Shield website](#) for more information on the EU-US Privacy Shield Program and to view the certification of MailChimp.

### Cookies

We use cookies on our website. Cookies are small information files that can be automatically stored on, or read out from the device (such as a PC, tablet or smartphone) of the website visitor while visiting a website. This will be done through the web browser on the device. The information that is transmitted by a cookie, about the use of our website, may be transferred to our own secured servers or to the servers of the cookie supplier.

We, as well as third parties, use cookies on our website for the following purposes:

- Technical and functional cookies: to enable the functionality of our website. These cookies ensure the functioning of specific features of our website and allow your user preferences to be remembered. For example, to render font types within the website.
- Analytics cookies: to generate overall statistics and gain insight in the use of our website by the public in order to optimize our website and services.
- Social media/advertising cookies: to connect with YouTube and to make the internet more interesting for you by displaying advertisements that fit your interests. By using these cookies, a unique cookie ID is given to you as a website visitor. We only use these cookies with your consent.

Please see this table for more information on the specific cookies that are used on our website.

Cookie	Type	Purpose	Retention period
<b>Google Analytics</b> Google LLC, USA <a href="#">Privacy Shield</a> <a href="#">Privacy statement</a>	Analytics	This cookie is used to gain insight in the use of our website by website visitors. This enables us to improve our website and the user's experience. The Google cookies are being used in a privacy friendly way, this means that we: <ul style="list-style-type: none"> <li>• have concluded a data processing agreement with Google;</li> <li>• only provide Google with masked IP-addresses;</li> <li>• do not share any other data with Google; and</li> <li>• do not use any other Google services in combination with Analytics.</li> </ul>	Two years + session

<b>Google Ad Services</b>  Google LLC, USA  <a href="#">Privacy Shield</a>  <a href="#">Privacy statement</a>	Analytics	This cookie is used by Google to display personalized advertisements based on recent online activity. Click behavior is also measured.	Session
<b>Google DoubleClick</b>  Google LLC, USA  <a href="#">Privacy Shield</a>  <a href="#">Privacy statement</a>	Advertising	Google DoubleClick cookies are used to record the actions of the website visitor after viewing/clicking on advertisements. The purpose is to measure effectiveness and show personalized advertisements.	One year
<b>YouTube</b>  Google LLC, USA  <a href="#">Privacy Shield</a>  <a href="#">Privacy statement</a>	Social media	YouTube cookies allow you to view YouTube videos on our website and to connect with YouTube.	Two years + session

### Disabling cookies

You can disable the use of cookies via your browser settings. See your browser Help for instructions on how to do this. Be aware that disabling cookies will usually result in disabling some functionality and certain features of this website. We therefore recommend to not disable cookies.

### Cookie expiration date and deletion

Most cookies have an expiration date. This means that they automatically expire after a certain period of time and no longer register data concerning your visit of the website. You can also remove cookies manually before the expiration date. In order to do this, consult your browser Help.

### Social media buttons

Our website includes buttons to promote and share webpages on social networks: Facebook, Instagram and LinkedIn. These buttons work through bits of code that are derived from these networks themselves. Read the privacy statements of [Facebook](#), [Instagram](#) and [LinkedIn](#) (which are subject to change) to see how they use your (personal) data. The information that these networks collect is transferred to the United States and stored on servers in the US. These companies are all Privacy Shield certified. Visit the [Privacy Shield website](#) for more information on the EU-US Privacy Shield Program and to view the certification of the social networks.

### Security

We take appropriate security measures to reduce misuse of and unauthorized access to personal data. We take responsibility in the security of your personal data. We periodically review our measures to ensure safe processing of your personal data.

### Change to this privacy and cookie statement

We may change this privacy and cookie statement from time to time. Changes will be published.

### Your rights

You can always contact us if you have any questions regarding our privacy and cookie statement. Additionally, you have the following rights regarding your personal data:

- Right of **access**: you have the right to see what kind of your personal data we process.
- Right of **rectification**: you have the right to rectify any of your personal data we process, if this information is (partially) incorrect.
- Right to **complain**: you have the right to file a complaint against our processing of your personal data, or against direct marketing.
- Right to be **forgotten**: you may file a request to remove any of your personal data that we process.
- Right to **data portability**: if technically feasible, you have the right to ask us to transfer your personal data to a third party.
- Right to **restriction** of processing: you may request us to (temporarily) restrict our processing of your personal data.
- Right to **revoke your consent**, whenever we process your personal data with your consent.

If you would like to exercise any of these rights, we will ask you to identify yourself. We will usually comply with your request within one month. This term may be extended if the request process to be complex. If this is the case, you will be notified about a possible extension within the first month.

### **Supervisory authority**

If you think that we are not helping you in the right way or if you are unhappy about the way that we process your personal data, you have the right to file a complaint with the supervisory authority. For the Netherlands, this is the [Autoriteit Persoonsgegevens](#).

### **Contact details**

By Whyte!

Established in the Netherlands

Email address: [hello@bywhyte.nl](mailto:hello@bywhyte.nl)

Dutch Chamber of Commerce number: 62648497