

## **00 Introduction**

This privacy statement states how your personal data will be collected and stored. It will describe where your data is stored and for which purposes your data will be used. Also, you will encounter all your rights concerning your personal data and how to make use of these rights. This privacy statement could be updated from time to time, for example, due to changes in legislation. Because of this, it is recommended to regularly consult the privacy statement.

## **01 Pure International Property B.V.**

This is the Privacy Statement of Pure International.

There are situations that require Pure International to collect and store your personal data. It is in your best interest to know what will be done with this data and how you can voice your personal wishes regarding your data storage. If you ever feel unsure about the storage of your data by Pure International, please contact us!

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3512NP Utrecht  
info@pureintl.com

## **02 Purpose of storing your personal data**

There are multiple reasons for storing your data by Pure International. Here under you will read all about it:

Pure International makes use of e-mail addresses to send their newsletters. These newsletters are created with commercial interests, and also used for sharing insights. Your first name and email address will be collected via the form that is needed to put you on the mailing list on the website of Pure International.

Your personal data will be stored whenever you reach out to Pure International via their website. Within the form, only the required data is requested to offer a service or proposal.

email address, telephone number and project description.

The website of Pureintl.com will collect your personal data to improve their website. This process of improvement is supported by Google Analytics. The data that will be produced by this, is anonymous and therefore will not be connected to your personal data. An example of useful data is the duration of your visit or the amount of pages you have looked at. All data will only be used with your explicit approval and only for purposes that you approved of.

## 03 Receivers

The data that Pure International collects and uses are administered by the use of:

### Mailchimp

Newsletters will be sent via Mailchimp. During the sign up for the newsletter, your e-mail address and surname will automatically be stored in the appropriate list within Mailchimp.

### TransIP

The e-mail of Pure International is hosted by TransIP. Whenever you contact Pure International via forms or via e-mail, the concerned e-mails will be stored on the servers of TransIP.

## 04 Storage period

To execute the aforementioned activities, some of your data will be stored for a longer period of time by Pure International. Whenever it is not urgent to store your data, your data will not be stored. An exception on this, is that Pure International has to continue storing your data as a result of legislation.

### Sending newsletters

Your e-mail address and surname will be stored in Mailchimp. The period of storing of your data has no end date. You can unsubscribe to the newsletter whenever you want via the link that can be found on the bottom of every newsletter, or via sending an e-mail to [info@pureintl.com](mailto:info@pureintl.com).

### Contact

Whenever you contact Pure International via e-mail, all data that is being sent, such as your name and email address, will be stored on the mail server. E-mails will be stored at most two years after you have sent them.

### Analytics

Data on the website that is stored by Analytics, are anonymous and therefore are not connected to your name or e-mail address.

This data can be stored for indefinite duration within Google Analytics.

## 05 Security

Your personal data will not be physically copied. Your data will be collected in the systems and software mentioned above. The personal data that is stored by Pure International or the third parties that are mentioned before, are only accessible via the existing software and are secured with a password that requires two-step verification. By using this two-step verification, a code will be sent from within the software to Pure International. The process of logging in requires this code. The devices that will consult your data are secured with fingerprint or a password as well. The devices on which your data will be consulted, will always be limited to the necessary amount.

Besides this, your visit to the website is secured via an SSL certificate. This means that your connection with the website of Pure International is fully private. You can recognize the presence of this SSL certificate by the green lock next to the url. Also, the domain of Pure International is signed with DNSSEC. This is an extra aid that makes sure the 'signage' of the website is safer and more trustworthy.

## 06 Your rights

Your right to inspect

At all times, you preserve the right to consult your personal data that is stored by Pure International. You can send an email or call Pure International to do this. You will receive an overview with your personal data.

Your right to rectification

Is your data incorrect? Or do you want to make a change? You always preserve the right to let this rectify by Pure International. Your data regarding the newsletter can be adjusted via the allocated url that you can find on the bottom of every newsletter.

Your right to let your data be erased

If it is your wish that your data will not be stored by Pure International any longer, Pure International is obligated to erase all of your data.

Your right to make a complaint

You preserve the right to make a complaint at the 'Authority Personal Data', if you have second thoughts about the way Pure International handles your data.

Your right to stop usage of data (objection)

Whenever you do not want Pure International to collect and store your data, you have the right to stop this. If you want to make use of this right, you can indicate this via [info@pureintl.com](mailto:info@pureintl.com). Please send a copy of your ID. You can blur the pass photo, numbers on the bottom of the file and the ID number. Pure International aims to give answer to your request within one week.

## 07 Obligations

Pure International processes personal data for sake of justified interest, namely a commercial interest. You can think of offering services or products of Pure International via email. Your data will never be sold to third parties.

The data that is required to hand over, is the minimal required data for offering the services or products.

Your e-mail address is, for example, needed to send the newsletter.

When this mandatory data will not be handed over, Pure International can not offer the concerning service. If Pure International needs to share your personal data with the above-mentioned parties, for example to offer (one of their) services, your approval will always be requested. Pure International preserves their right to make your personal data public when they are legally obliged, or when Pure International needs to protect their rights, property or security. Pure International will always respect your right on privacy.

Do you have a questions? Please contact us at [info@pureintl.com](mailto:info@pureintl.com)