

## Privacy Policy

### Key details

This website privacy policy describes how Anachron B.V., a company registered in The Netherlands with Chamber of Commerce number 34124936, along with its subsidiaries, divisions, and affiliates ("Anachron") protects and makes use of the information you provide the company when you use this website.

If you are asked to provide information when using this website, it will only be used in the ways described in this privacy policy. If you choose to submit information to Anachron via this website, you agree to the use of such data in accordance with this privacy policy.

This policy is updated from time to time. The latest version is published on this page in September 2015. If you have any questions about this policy, please email [info@anachron.com](mailto:info@anachron.com) or write to Anachron BV, Joop Geesinkweg 310, 1114 AB Amsterdam-Duivendrecht, the Netherlands.

### Introduction

We gather and use certain information about individuals in order to provide products and services and to enable functions on this website. We also collect information to better understand how visitors use this website and to present timely, relevant information to them.

### What data we gather

You may voluntarily choose to provide Anachron with identifiable personal data by completing forms, sending emails, or other means as may be provided from time to time on the website. In addition to information that you voluntarily submit, Anachron may, at its option, collect additional information about you from third party sources. Personal information collected by Anachron will be utilised as reasonably necessary to fulfil your requests and to provide the most relevant, targeted offers and information from Anachron and for no other purpose.

You may also use this website to make use of the services we provide through our secure client environment. Within this environment you may provide us with personal data to complete or adjust your user profile. In addition we may receive additional information about you from your company or your supplier as part of the services we provide.

Through the website we may also automatically collect, through our servers and the use of cookies (see below as well), web beacons (also known as clear or single pixel .gifs) and other technologies, information that tells us how you use the website.

We may collect the following information:

- Name, company name and job title
- Contact information including email address
- Other information relevant to client enquiries
- Other information relevant to services you receive through the website
- Other information pertaining to special offers and surveys
- Demographic information, such as postcode and preferences
- Website usage data
- Internet Protocol ("IP") address used to connect your computer to the Internet
- Computer, device and connection information, such as browser type and version, operating system, mobile platform and unique device identifier ("UDID") and other technical identifiers

### How we use this data

Collecting this data helps us understand what you are looking for from the company, enabling us to deliver improved products and services.

- Specifically, we may use data:
  - To provide you with agreed services
  - To contact you in response to a specific enquiry
  - To enlist you, if so requested, for attendance at events or webinars
  - To send you newsletters, information, alerts, offers, and other communications you have subscribed for
  - To record and follow up on your participation to surveys, promotions, and contests as may be available on the website from time to time
  - To customise the website for you
  - To improve the products and services we provide
  - To assemble broad demographic information about visitors, customers, and partners in general
  - For our own internal records

## Cookies and how we use them

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregate usage data helps us improve the website structure design, content and functions.
- Identify whether you are signed in to our website.
- Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- Store information about your preferences.
- To recognise you when you return to our website.

Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want your website to store cookies on your computer or device, you should set your web browser to refuse cookies. However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.

Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.

## Controlling information about you.

When you fill in a form or provide your details on our website, you will see one or more tick boxes allowing you to opt-in to receive communications from us. You can change your mind easily by using the unsubscribe option at the end of the email sent to you or send an email to [marketing@anachron.com](mailto:marketing@anachron.com).

We may share personal information that you voluntarily submit with trustworthy business partners. We will only use such third party business partners in order to deliver services to us or on our behalf, and they are prohibited from using that information for any other purpose.

We will never lease, distribute or sell your personal information to other third parties than the above trustworthy business partners, unless

- we have your permission, or
- if the law requires us to, or
- to detect, investigate and help prevent security threats, fraud or other malicious activity, or
- to enforce and protect our rights and properties or (other) users of the website.

## Corrections, Access and Updates to Your Personal Information

We aim to keep your personal information as accurate as possible. Should you at any time desire to review, correct or update your personal information, you may update your relevant profile or registration (when applicable) or contact us using the contact information outlined in the first section above; we will comply with such requests as soon as commercially reasonable or determined by statutory law. In order to ensure the safety of personal information, please note you will be subject to providing sufficient evidence of your identity at the time of any such request before any personal information records will be made available by us.

## Data Retention

The information that you submit to us will only be retained for as long as required for the purposes for which it was collected or as required by law. Our retention of your personal information allows us to continue to provide you with highly personalized services without interruption.

## Security

We undertake substantial efforts to protect the confidentiality of the personal information, preferences and other information collected through this website and will never knowingly allow access to this information to anyone outside Anachron other than as described herein. We have made a substantial investment in our servers, database, backup and firewall technologies to protect the information assets of the Anachron network, including the confidentiality of personal information collected through this website. These technologies are deployed as part of a sophisticated security architecture and protocol.

Unfortunately, due to the nature of the Internet as a public transmission network, neither Anachron's network nor data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect personal information that is transmitted to us by you, Anachron cannot ensure or warrant the security of such information.

## Links from our site

Our website may contain links to websites of third parties. When you link to other websites through this website, this privacy policy and our privacy practices no longer apply.