

<https://www.westburg.eu/privacy-policy>

Privacy policy

Our commitment to your privacy

Westburg BV is committed to respecting and protecting your privacy in accordance with the EU General Data Protection Regulation (GDPR). In this privacy statement we explain how and why we process personal information and what purpose we want to achieve with this processing. This privacy statement applies to:

- Natural and legal persons purchasing or using our products and services.
- Parties from which we purchase goods and / or services.
- Visitors to our website.
- Participants of one of our surveys.
- Persons with whom Westburg shares information via social media, newsletters or email.

We encourage you to carefully and fully read this statement.

Collection of Website Visit Information from All Visitors

When browsing our website, “cookies” (small text files temporarily or permanently stored on your computer’s hard drive) will be placed on your PC during your visit to collect information related to your visit.

For each visitor to our website, we automatically collect anonymized data. This data is stored in secure log files on servers hosted by Google, Salesforce.com, Mouseflow.com, and Kirra and used to improve the quality and effectiveness of our website for our visitors.

Using these different types of cookies, Westburg collects information for internal purposes only and none of the collected information is shared with or sold to third parties.

The section ‘Cookies’ will give you more information regarding the cookies we use.

Cookies

During your visit to our website, we may place different types of cookies. For some cookies that Westburg uses, you must give prior consent, according to Dutch law. Below you will find which cookies are involved. If you prefer not to accept cookies, you may change the default setting and configure the browser to refuse cookies. However, this may limit your use of our website as some features, displays and services do not function properly without using cookies.

Functional cookies have a technical functionality for proper website function. Your prior consent is not necessary for the use of these cookies.

Name cookie	Provider	Type	Purpose	Expiry
KirraSID	Westburg.eu	HTTP	Functional user settings	Session
track	analytics.services.kirra.nl	Pixel	Anonymized statistics	Session
wbcountry	Westburg.eu	HTTP	Functional user settings	Session

Analytical cookies collect anonymized data, including (but not limited to) visitor numbers, visited pages and properties of the web browsers used. This data can be analyzed for optimization of our website. As this data is anonymous, the impact of these cookies on your privacy is null or small; therefore, permission for the use of these cookies is not required. These analytical cookies also include cookies that are placed and read by third parties, such as Google Analytics and Pardot.

Name	Provider	Type	Purpose	Expiry
cookie				
_ga	westburg.e u	HTTP	Anonymized statistics	2 years
_gat	westburg.e u	HTTP	Anonymized statistics	Session
_gid	westburg.e u	HTTP	Anonymized statistics	Session
dtCookie	Pardot.co m	HTTP	Registers a unique ID that is used to generate anonymized statistical data on how the visitor uses the website.	Session

Marketing cookies register the behavior of website visitor in order to understand current visitor interests. The data collected by these cookies can only be linked to personally identifiable information after the visitor has requested information, registered for an event or signed up for email newsletters. Therefore we ask your permission to use these cookies. You can give or revoke your permission for these cookies at any time.

Name	cookie	Provider	Type	Purpose	Expiry
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collect	google-analytics.com	Pixel	Tracks the visitor across devices and marketing channels.	Session
lpv323261	pardot.com	HTTP	This cookie is used to ensure that reloads of the same web page are not registered as multiple page views	Session
visitor_id#	pardot.com	HTTP	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	3 years
visitor_id#	Westburg.eu	HTTP	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	3 years
visitor_id#-hash	pardot.com	HTTP	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	3 years
visitor_id#-hash	Westburg.eu	HTTP	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	3 years

Collection of personal information

Personal information is collected by Westburg, only when you specifically and knowingly choose to provide it to us, which can be used by us for business purposes and to better serve you as a customer or as a user of our website. Personal information that we may process:

- first- and last name,
- organization,
- address,
- phone and fax number,

- email address,
- degree
- gender
- role in your organization
- billing, shipping, visiting, and postal address,
- personal contact information and transaction details required for transactions carried out over this website
- information about your contact information, your interests, and preferences in various products or services when subscribing to any of our website services, such as newsletters, product updates, marketing, and support materials, participate in reward or promotion programs and surveys educational background and employment history and job interest data when applying for a job.
- any information that you actively send to Westburg in electronic or printed form.
- information received from our business partners and other third parties provided that such third parties have obtained your consent to the use of your personal information.
- publicly available information about you may be collected by us if needed for business purposes, and to better serve you as our customer

If any third party provides information about you to us, we may collect and process such information with other information we have about you in the public domain. This Policy will cover such processed information.

Protection of personal information

We follow generally accepted industry standards to protect the personally identifiable information submitted to us, both during transmission and once we receive it. We strive to ensure that personal information that we process is accurate. We will not process more personal information than is necessary. Personal information will not be stored by Westburg longer than is necessary for the purposes for which it was collected or further processed. For the different processing of personal information, an appropriate retention period has been determined by Westburg. To protect your personal information, we have taken the following measures:

- The servers that store your personal information are hosted by Microsoft, Google, Salesforce.com and Kirra. Both these servers and devices of employees that make use of the data are equipped with current security software, such as a virus scanner and firewall.
- We only send your information via secure internet connections (TLS, formerly SSL). You can see this at the address bar 'https' and the padlock.

Sharing with third parties

We will not sell, rent or lease your personally identifiable information you provide to us to external parties without your permission, except where required by law or governmental or judicial bodies with proper authority.

We may share information about you with our suppliers when circumstances arise that call for this disclosure. This may include problem solving, product recall and continuation of your business relationship with the supplier as a current or past user of a product manufactured by this supplier. Our suppliers will be required to treat the information in accordance with this policy or otherwise with your further permission.

We may also disclose information provided by you in connection with corporate restructuring, sale or assignment of substantial assets, merger, acquisition, and other changes of control or financial status. If such circumstances arise, we will require the recipient to use the information in accordance with this policy.

Choices for personal data

We offer all customers and website visitors the opportunity to view, change or delete all personal information that is currently provided to us.

You can email a request for access, change, transfer or deletion of your personal data, or any other question or request related to that data to info@westburg.eu.

You also have the possibility to file a complaint with the national supervisory authority, the Dutch Data Protection Authority.

Changes

Westburg may change its privacy statement from time to time. It is therefore advisable to consult this privacy statement on a regular basis.

This privacy statement was last modified June 8, 2018

