

Privacy

LEAD INNOVATION B.V. PRIVACY STATEMENT

1. Introduction

Lead Innovation B.V. takes your privacy seriously. By using the websites/applications offered by Lead Innovation B.V. you acknowledge that you have read and agreed to this Privacy Statement and the Lead Innovation B.V. Conditions.

2. Collected Data

1. When participating in Innovation B.V. services, including LeadBuzzer, requesting information, ordering and/or paying for goods or services, signing up for a newsletter or participating in a survey, Lead Innovation B.V. may ask you to provide your name, address, phone number, e-mail address, information regarding your profession and professional areas of interest, website and social media information, bank and/or credit card details or other information, including age and gender.
2. This data will be used for the following purposes:
 - a. to provide services, invoicing and administration by Lead Innovation B.V. including customer support and after sales and/or
 - b. to inform you, only with your prior approval (opt-in), about products and services offered by Lead Innovation B.V. and our affiliates and/or
 - c. to gain a better understanding of the Lead Innovation B.V. target groups and the visitors/users of the websites/applications; to research how the users use Lead Innovation B.V. services, research the efficiency of these services for our customers and third parties, and research the quality as perceived by customers and third parties of these services and/or
 - d. to further develop Lead Innovation B.V. services and websites/applications and to adapt these to your personal preferences or to the preferences of the target group to which you belong.
3. Lead Innovation B.V. may collect your browse and search behaviour and other traffic data, IP-address and other electronic identification data as well as your user profile to gather usage statistics, to secure our websites, applications and servers and to prevent misuse or infringement. Lead Innovation B.V. complies with applicable data protection laws and regulations.
4. When performing surveys Lead Innovation B.V. adheres to the Dutch code of conduct for research and statistics [Gedragscode voor Onderzoek & Statistiek], which can be found [here](#). In the event of any misunderstanding of the interpretation of the conditions published in English then the Dutch Version is binding.

3. Processing of Collected Data

1. Except for purposes stated in article 2.2., Lead Innovation B.V. will not sell, lease out, trade or otherwise transfer personal and/or traffic data or content of communication to third parties, without your explicit consent, unless required by applicable law or on behalf of the relevant authorities. Lead Innovation B.V. may disclose personal information to respond to legal requirements, to protect our own interests, to enforce our policies or to protect someone's rights, property or safety.
2. To deliver services or products required by you Lead Innovation B.V. may - if necessary - share your personal and traffic data with other service providers like providers of financial services, analytical services, customer support services or hosting services. Lead Innovation B.V. will always demand that third parties take appropriate organisational and technical measures to protect your personal and browsing data and observe relevant data protection laws and regulations.

4. Keeping Personal Data

1. Your personal data, in a form that makes it possible to identify you, is not kept longer than necessary to support the purposes stated in article 2. Browsing data and electronic identification data are kept for a maximum of 12 (twelve) months and in principle deleted after that period.
2. When you unsubscribe to our newsletters or promotional e-mails (opt-out), your (e-mail) address will be removed from the Lead Innovation B.V. distribution list.

5. Cookies

1. The Lead Innovation B.V. servers may make use of one or more cookies. Cookies are small pieces of information normally stored in your computer's browser directory. They store information, e.g. your computer settings and your preferences, to customize and simplify your next visit to the Lead Innovation B.V. websites.
2. These cookies do not affect your privacy. They do not involve (processing) personal data traceable to yourself. If you do not want to receive these cookies, please block indirect (3rd party) cookies in your browser settings. Please note! By blocking cookies, you will not be able to use or have access to all components of the websites and/or services of Lead Innovation B.V.

6. Transfer to Countries Outside the European Union

1. For technical and operational reasons it may be necessary to pass your data to (servers of) affiliate companies in the United States of America or other countries outside the Europe Union. Regulations on privacy in those countries may not give the same level of protection as in the European Union. By using the (supporting) programs, websites,

applications, services or products of Lead Innovation B.V. you agree to the related information being transferred to a destination outside the European Union.

2. Lead Innovation B.V. will always take appropriate measures to protect your personal data in the best possible way.

7. Transfer of Business

In the future, due to growth and development of Lead Innovation B.V., it is possible that one or more parts or assets of the company will be transferred to a third party. In that case, your data will also be transferred.

8. Cognizance and Improving Data

1. Your profile contains information, see article 2.1, you specifically chose to share with others. You can access your user profile through your account on the websites/applications you are a member of. You can change or add to the data and remove optional data.

2. Should you want to know what personal data, and if applicable, what additional data Lead Innovation B.V. has stored; or should you want to change this data, you can contact Lead Innovation B.V. by e-mail info@leadinnovation.nl.

3. If you no longer want to receive the newsletter and/or other promotional e-mails from Lead Innovation B.V. or affiliate companies, you can unsubscribe by sending an e-mail to info@leadinnovation.nl with the word 'unsubscribe' in the subject line.

9. Changes

This Privacy statement might be subject to change. Changes will be announced on our websites.

10. Questions

If you have questions concerning this Lead Innovation B.V. Privacy Statement or the Privacy Policy, please contact Lead Innovation B.V. on the e-mail address info@leadinnovation.nl (CoC 51943328 0000).

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