

## **PRIVACY AND COOKIE STATEMENT OF SALESSTEP BV**

Personal data of customers and visitors are treated and secured by SalesStep BV with the utmost care. When you visit our website, we do not collect personal data about you, except to a certain (limited) extent through the use of "cookies", which we will explain further below. If you would like more information about privacy within SalesStep, please send an email to [info@salesstep.com](mailto:info@salesstep.com) or call the general number +31 73 2032690.

### **Responsible party**

The responsible party for data protection is SalesStep BV located at Singel 39 G 20, 1012 VC in Amsterdam, Netherlands (hereafter: SalesStep). We are registered in the trade register of the Chamber of Commerce in The Netherlands under number 72553677.

### **Personal data that we process**

SalesStep processes personal data about you because you use our services and/or because you provide this information to us yourself. This is data that can be traced to individual natural persons such as contact information. Below you will find an overview of the personal data that we process:

- Name
- Your email address
- Test data
- Test results
- Other personal information that you actively provide in correspondence

### **Purposes for which personal data are processed**

SalesStep processes your personal data, for the following purposes:

- To enter into and perform an agreement with regard to our web-based self-assessment tool;
- To be able to call you if this is necessary to carry out our services;
- To inform you about changes to our services and to evaluate;
- To be able to improve the tool by performing statistical analysis on the data;
- To make it possible for you to share a page via social networks, such as Facebook, Twitter and LinkedIn;
- SalesStep also processes personal data if we are legally obliged to do so, such as data we need for our tax return.

### **How we protect personal data**

We have taken technical and organizational measures to secure your data, including:

- Information security policies;
- Security software, such as a virus scanner and firewall;
- Passwords and two-factor authentication when possible;
- Anonymizing your test results before they are used in statistical analyses.

### **How long and where we keep personal data**

Data is kept for as long as required by law. For information for which no legal period applies, we apply a retention period of 24 months. Personal data will not be kept longer than necessary to realize the goals for which they were collected.

SalesStep uses a secure environment in the Netherlands where all data is stored.

## **Sharing personal data with third parties**

SalesStep will not sell your data to third parties and will only provide it if this is necessary for the execution of our agreement with you or to meet a statutory obligation. With companies that process your data on our behalf, we make a processor agreement to ensure the same level of security and confidentiality of your data. SalesStep remains responsible for this processing.

## **Cookies we use**

The [www.salesstep.com](http://www.salesstep.com) website uses cookies.

### *Cookies*

A cookie is a simple small file that is sent with pages from this website and stored by your browser on your computer's hard drive. The information stored therein can be sent back to our servers on your next visit. We use functional and analytical cookies.

We keep visitor statistics by means of a cookie from Google, as part of the "Analytics" service. We use this service to track and get reports on how visitors use the website. Google may provide this information to third parties if Google is legally required to do so, or to the extent that third parties process the information on Google's behalf. We have no influence on this. Google states it adheres to the Privacy Shield principles and is affiliated with the Privacy Shield program of the U.S. Department of Commerce. This means that there is an adequate level of protection for the processing of any personal data.

### *Social Media*

Our website also includes buttons to promote ("like") or share ("tweet") web pages on social networks such as Facebook, LinkedIn and Twitter. These buttons work through pieces of code that originate from Facebook, LinkedIn and Twitter respectively. Cookies are placed by means of this code. We have no influence on this. Please read the privacy statements of Facebook, LinkedIn and Twitter respectively (which can change regularly) to read what they do with your (personal) data that they process via these cookies.

## **Your privacy rights**

### *Viewing, modifying or deleting data*

Everyone has the right to ask what personal data SalesStep processes. We will respond to such a request within four weeks (this is the legal response period). If there are inaccuracies in the data known to us, they can be corrected or removed on request. You can withdraw previously given permission for processing and you can request us to delete all your personal data. To do so, please contact us.

### *Data Portability*

You can take your personal data to another party. If you wish to do so, please contact us.

### *Objection*

You may object to the processing of your personal data by SalesStep if your personal data is used for purposes other than necessary for the performance of an agreement or necessary for compliance with a legal obligation. You can do this by contacting us.

### *Complaint*

You are also entitled to lodge a complaint about the use of your data with the Authority for the Protection of Personal Data, the supervisory authority for the processing of personal data. You can do so via the following link:

[https://autoriteitpersoonsgegevens.nl/sites/default/files/atoms/files/eu\\_vs\\_privacy\\_complaint\\_form\\_commercial\\_related\\_complaints\\_to\\_eu\\_dpas.pdf](https://autoriteitpersoonsgegevens.nl/sites/default/files/atoms/files/eu_vs_privacy_complaint_form_commercial_related_complaints_to_eu_dpas.pdf).

### **Modification of privacy and cookie statement**

We reserve the right to modify this privacy and cookie statement. The revision date of this document will be updated in that case. The most recent version can be viewed at the bottom of each page of the website.

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