

# PRIVACY POLICY

Our primary aim when recording information is making visiting our website easier. Only data we deem necessary for this aim is recorded. You are not obliged to share that information.

## **Storing information**

When you visit this website, we may store certain information concerning your visit. This includes:

- The IP address – cannot be traced back to you personally
- The Internet Service Provider (ISP)
- The duration of the visit
- The pages visited
- The landing page/exit page
- The number of times the website is visited
- The device that was used
- Information about the operating system
- Information about the internet browser

This information is used for statistical purposes, such as Google Analytics, Google Adwords, Remarketing Google Adwords, Hotjar (tool for website usage) and leads.vzw (tool for establishing website usage and site behaviour). You will be asked to leave information such as name and contact details on certain pages. For instance, when subscribing for a newsletter, downloading a white paper or other documentation. In these cases, we explicitly ask for your permission for using your details for marketing purposes. You will receive confirmation of this by email. When you are approached, you can unsubscribe in each case.

## **Google Analytics**

A cookie from US company Google is placed through our website as part of the "Analytics" service. We use this service to keep up with how visitors use the website, and receive reports on this. Google is able to provide this information to third parties if Google is legally obliged to do so, or insofar as third parties process the information on behalf of Google. We have no influence over this. The information Google gathers is anonymised as much as possible. Your IP address is explicitly not disclosed and so cannot be traced back to you personally. The information is transferred to and stored by Google on servers in the United States. Google states that it abides by the Privacy Shield principles, and is affiliated with the Privacy Shield programme of the US Department of Trade. This entails that a suitable level of protection applies for processing any personal information.

### **Social media**

Our website includes buttons for promoting (“like”) or sharing (“tweet”) on social networks such as Facebook, Twitter, LinkedIn and YouTube. These buttons work by means of pieces of code originating from social media themselves. Cookies are placed using this code. We have no influence over this. Read the social media’s privacy statement to learn what they do with your personal data, which they process using these cookies. The information they gather is anonymised as much as possible. The information is transferred to and stored by Twitter, Facebook, Google+ and LinkedIn on servers in the United States. LinkedIn, Twitter, Facebook and Google+ state that they abide by the Privacy Shield principles, and is affiliated with the Privacy Shield programme of the US Department of Trade.

There are exceptions to this rule:

- If you have given us specific permission for this;
- There are legal reasons to do so.

### **Viewing and/or correcting your data**

You can ask to view the personal information we have concerning you, and ask us to correct this.

### **External websites**

This site contains links to other websites. However, we are not responsible for the way these websites deal with your privacy.

### **Safety**

Various measures have been taken on this website that protect information under our supervision against being lost, misused, or changed or consulted improperly.

As a rule, the information provided is not encrypted, unless explicitly stated.