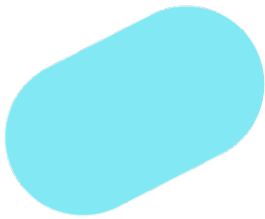


AWAREWAYS

# Privacy & cookie statement

Awareways



# Privacy statement

## Introduction

Awareways, located at Euclideslaan 141, 3584 BR Utrecht, is responsible for the processing of personal data as set out in this privacy statement. Our privacy statement is based on the current legal obligation (General Data Protection Regulation & the ePrivacy Directive). The collection of personal data takes place in accordance with these guidelines.

In addition, this privacy statement is based on our own vision on privacy and security. Every choice we make is a balance in which we critically assess the privacy and functionality for our visitors. Therefore, we consciously choose European providers, hosting in the Netherlands, and minimal logging. Moreover, this statement is written in clear and understandable language, without unnecessary legal jargon, so that you truly understand what happens to your data. Finally, we ensure that data is automatically deleted as soon as it is no longer necessary for the purpose for which it was collected.

## Contact details

If you have any questions about this privacy and cookie statement, you can reach us at:

[support@awareways.com](mailto:support@awareways.com)

[www.awareways.com](http://www.awareways.com)

Euclideslaan 141

3584 BR Utrecht

## Collection of personal data

We collect your data from the moment you enter or leave your data on our website, or register or are registered in any other way to use our services. We may also collect data from you if you have posted it on public resources (such as job boards like LinkedIn, Monster, etc.) which might indicate that you would be interested in work-related services. In that case, we may approach you to see if you are interested in registering with us in accordance with our terms and conditions and in observance of this Privacy statement.

## Personal data we process

Awareways processes your personal data because you use our services and/or because you provide this data to us yourself.

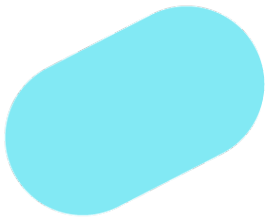
Below is an overview of the personal data we process:

- IP address;
- Data about your activities on our website;
- Internet browser and device type.

When you contact us, we also collect the following data:

- First and last name;
- Email address;
- Telephone number (if provided).

Awareways processes your personal data for the following purposes (based on legitimate interest):



- Sending our newsletter;
- To contact you after you have contacted us;
- Awareways analyses your behaviour on the website to improve and optimise the website and to tailor the range of products and services to your preferences.

## **Special and/or sensitive personal data we process**

No special and sensitive personal data is collected via our website and/or service. Awareways also does not intend to collect data about website visitors who are younger than 16, unless they have permission from parents or a guardian. However, we cannot verify whether a visitor is older than 16. We therefore recommend that parents are involved in their children's online activities to prevent data about children from being collected without parental consent. If you believe that we have collected personal data about a minor without that consent, please contact us at [iso@awareways.com](mailto:iso@awareways.com). We will then delete the data.

## **How long we store personal data**

Awareways does not store your personal data for longer than is strictly necessary to achieve the purposes for which your data is collected. The retention period for all collected data is 14 months.

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

Awareways does not store your personal data for longer than is strictly necessary to achieve the purposes for which your data is collected. The retention period for all collected data is 14 months.

## **Cookies**

Awareways uses functional, analytical and tracking cookies. A cookie is a small text file that is stored in the browser of your computer, tablet or smartphone when you first visit this website. Awareways uses cookies with a purely technical functionality. These ensure that the website works properly and that, for example, your preferred settings are remembered. These cookies are also used to make the website work well and to be able to optimise it. In addition, we place cookies that track your browsing behaviour so that we can offer customised content and advertisements.

During your first visit to our website, we already informed you about these cookies and asked for your permission to place them. Functional cookies are required to make the website work. You can choose whether you accept the marketing, tracking (preferences) and statistics cookies (opt-in). You can refuse this with one click.

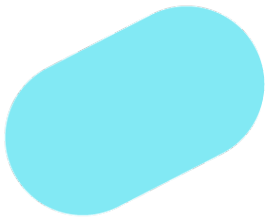
You can opt out of cookies by setting your internet browser so that it no longer stores cookies. In addition, you can also delete all information previously stored via your browser's settings. [Click here](#) for more information about Cookies.

## Third-party cookies

Cookies are also placed on this website by third parties. These are, for example, advertisers and/or social media companies. Below is an overview:

Cookie	Category	Function	Privacy statement
Performance optimisation (Cloudflare)	Performance	Ensures faster and more efficient delivery of website content.	<a href="https://www.cloudflare.com/privacypolicy/">https://www.cloudflare.com/privacypolicy/</a>
Session analysis (Cookiebot)	Functional	Counts the number of sessions on the website to optimise the functioning of the cookie banner.	<a href="https://www.cookiebot.com/en/privacy-policy/">https://www.cookiebot.com/en/privacy-policy/</a>
Cookie consent (Cookiebot)	Functional	Stores the cookie choices made, so you do not have to set them again on each visit.	<a href="https://www.cookiebot.com/en/privacy-policy/">https://www.cookiebot.com/en/privacy-policy/</a>
Browser Cookie test (Google)	Functional	Performs a test to check if your browser can correctly receive cookies.	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Bot detection (Cloudflare)	Security	Used to distinguish between humans and bots for the security of the website.	<a href="https://www.cloudflare.com/privacypolicy/">https://www.cloudflare.com/privacypolicy/</a>
Bot verification (Google)	Security	Part of Google reCAPTCHA to help distinguish between humans and automated scripts.	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Bot protection (Google)	Security	Set by Google reCAPTCHA to verify that actions are performed by humans and not by bots.	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Session activity (HubSpot)	Statistics	Determines whether the cookie information in the browser should be updated during the current session.	<a href="https://legal.hubspot.com/privacy-policy">https://legal.hubspot.com/privacy-policy</a>
Session recognition (HubSpot)	Statistics	Recognises the browser when a visitor returns within a single session, to group activities correctly.	<a href="https://legal.hubspot.com/privacy-policy">https://legal.hubspot.com/privacy-policy</a>
Visitor tracking (HubSpot)	Statistics	Sets a unique ID for the visitor to collect statistical data about website behaviour (such as pages visited).	<a href="https://legal.hubspot.com/privacy-policy">https://legal.hubspot.com/privacy-policy</a>
User ID (Google Analytics)	Statistics	Registers a unique ID to generate anonymous statistical data on how a visitor uses the website.	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Visitor statistics (Google Analytics)	Statistics	Collects data on the number of visits and their duration to analyse the use of the website.	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Unique Visitor ID (HubSpot)	Statistics	For tracking visitors on the website. It assigns a unique identity to a visitor.	<a href="https://legal.hubspot.com/privacy-policy">https://legal.hubspot.com/privacy-policy</a>

Video analysis (Vimeo)	Statistics	Collects anonymous data on how visitors use the website and the embedded Vimeo videos.	<a href="https://vimeo.com/legal/privacy/policy">https://vimeo.com/legal/privacy/policy</a>
Behavioural tracking (HubSpot)	Marketing	Sends data about the visitor's device and behaviour to the HubSpot marketing platform. This helps in tracking the visitor across different devices and marketing channels.	<a href="https://legal.hubspot.com/privacy-policy">https://legal.hubspot.com/privacy-policy</a>
Ad efficiency (Google)	Marketing	Used by Google AdSense to measure and test the effectiveness of advertisements on websites using this service.	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Conversion Tracking (Google)	Marketing	Tracks the interaction between a visitor and advertisements on the website. This data is used to optimise the relevance of advertisements.	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Browser ID (LinkedIn)	Marketing	Used by LinkedIn to track the use of embedded LinkedIn services (such as a 'share' button) and to uniquely identify a browser.	<a href="https://nl.linkedin.com/legal/privacy-policy?">https://nl.linkedin.com/legal/privacy-policy?</a>
Routing (LinkedIn)	Functional / Marketing	Helps to correctly forward data via LinkedIn buttons and services on the website for seamless functionality.	<a href="https://nl.linkedin.com/legal/privacy-policy?">https://nl.linkedin.com/legal/privacy-policy?</a>
Retargeting (Google Ads)	Marketing	Tracks whether a visitor has shown interest in certain products or services in order to then display relevant advertisements on other websites.	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>
Ad Click ID (LinkedIn)	Marketing	Stores a unique Google Click ID to measure the effectiveness of advertisements via LinkedIn.	<a href="https://nl.linkedin.com/legal/privacy-policy?">https://nl.linkedin.com/legal/privacy-policy?</a>
Session data (PostHog)	Analysis	Stores data specific to a user's current session to analyse their interactions with the website.	<a href="https://posthog.com/privacy">https://posthog.com/privacy</a>
Session indicator (PostHog)	Analysis	Detects if an active session of the user already exists in another browser window or tab.	<a href="https://posthog.com/privacy">https://posthog.com/privacy</a>
Window ID (PostHog)	Analysis	Assigns a unique identifier to the current browser window to be able to correctly track actions and events.	<a href="https://posthog.com/privacy">https://posthog.com/privacy</a>
Analysis check (PostHog)	Analysis	Used as an anonymous ID to identify and track visitors on the website. This is done to compile statistics and	<a href="https://posthog.com/privacy">https://posthog.com/privacy</a>



		data about user behaviour in order to improve the website in a targeted manner.	
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### **Accessing, modifying or deleting data**

You have the right to access, correct or delete your personal data. In addition, you have the right to withdraw any consent you have given for data processing or to object to the processing of your personal data by Awareways, and you have the right to data portability. This means that you can submit a request to us to send the personal data we hold about you in a computer file to you or another organisation named by you.

You can send a request for access, correction, deletion, data transfer of your personal data or a request for withdrawal of your consent or objection to the processing of your personal data to [support@awareways.com](mailto:support@awareways.com).

To ensure that the request for access has been made by you, we ask you to send a copy of your identity document with the request. In this copy, black out your passport photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), passport number and Citizen Service Number (BSN). This is to protect your privacy. We will respond to your request as soon as possible, but no later than within four weeks.

### **How we secure personal data**

Awareways takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised modification. If you have the impression that your data is not properly secured or there are indications of misuse, please contact our customer service at [support@awareways.com](mailto:support@awareways.com).

### **Awareways is ISO27001 certified**

ISO 27001 is a certifiable international standard for information security.

### **Newsletters**

We only send newsletters to clients about product improvements or information about our organisation that is relevant to clients. It is always possible to unsubscribe from the newsletter.