

## **Privacy Statement Michelle Coops (21 november 2018)**

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chamber of commerce number (Amsterdam): 51556499**

Be a Brand Rebel only processes personal data provided by the client. This privacy statement gives an overview of what kind of data, the way it's processed, goals, cookies, as well as information on the right to see, change and delete these data. All data are processed and collected according to the ground principles of the General Data Protection Regulation (GDPR).

### **Contact details through the website**

When you contact Be a Brand Rebel by using the contact form on [beabrandrebel.com](http://beabrandrebel.com), you enter your name, email address and telephone number. Once you confirm and send us the form, you automatically consent with us contacting you. We simply need this information to help you.

### **Agreements and invoicing**

As soon as a specific agreement has been established and you have agreed to the terms and conditions, you provide your address details. This will be part of an offline (at events) or online registration when you sign up for one of our courses. You will also receive the general terms of conditions.

We need your address to complete the invoice for the service. These are mandatory data for the tax authorities. This data is stored in an Excel file with all invoice data. This file is monitored by a very well-protected Cloud service (Office 365). We use the services of A & A Capacity.

In addition, we have outsourced part of our credit management to DFI Group BV. Unless payment is completed online, they will receive the invoices and take care of the follow-up by sending reminders, and direct debits. Due to administrative obligations, specified by the tax authorities, all sales invoices, and therefore also the data, are retained for 7 years. Our administration (book keeping) is managed by

accounting firm Schrieken & Gouvernante B.V. in Zaandam.

### **E-books and news update**

When downloading the e-book, you will enter your name and email address. This data is automatically stored in ActiveCampaign. ActiveCampaign is fully equipped to respect all legal obligations according to the GDPR. When registering for the e-book and the news updates, your data will only be used for updates from [Beabrandrebel.com](http://Beabrandrebel.com). We will never transfer your data to another third party, other than the fact that they are stored safely in our account on ActiveCampaign.

The data will be retained for as long as you remain registered. Every email update you receive after your registration is provided with a link that allows you to unsubscribe for all news updates. Inactive users and anyone who has unsubscribed will be permanently removed from the system within 3 months.

### **Online marketing**

The online marketing for Be a Brand Rebel is outsourced to [Internet Marketing Support](#). This company has access to our account on ActiveCampaign and is authorized to log in to our website too. The website will be maintained by [Euonia Studio](#) and hosted by [Oxilion BV](#).

### **Cookies**

We collect cookies on our website. Cookies keep track of where a visitor comes from and how a visitor behaves on the website. Google Analytics collects data with regards to your location, age and search results. We use these data to improve the user-friendliness of the website and to create relevant content for visitors. We use [Cookiebot](#) to track these data.

**The right to access, change and delete**

You have the right to access your personal data at any time. You similarly have the rights to have your personal data changed or deleted. Send an email to [info@beabrandrebel.com](mailto:info@beabrandrebel.com) and let us know how we can help you.

The right to lodge a complaint with the Dutch Data Protection Authority

If you have any complaints about how we handle your personal data, you always have the right to file a complaint. Please visit the website of the [Dutch Data Protection Authority](#).