



Privacy statement



DB+ respects the privacy of all users of www.dbplus.nl and takes care to ensure that the personal data you provide us with are at all times handled in confidence, in accordance with the provisions of GDPR. Here, we tell you how we treat your personal data.

1. Processing of personal data

DB+ may process your personal data, because you are a customer of DB+, use DB+ services, and/or because you provided the data yourself when completing a form on the website, or logged in to a session, or to receive a webinar and/or a newsletter.

2. Why DB+ needs data

DB+ processes your personal data in order to perform the contractual services properly. For instance, your data enable us to telephone you, inform you in writing by e-mail and/or by post, administer your contract and orders, and to help you online by offering you the information you require.

3. How long DB+ saves data for

DB+ no longer saves personal data in a form that would enable us to identify customers and/or users, other than as is necessary to perform the purposes for which the personal data were collected or are subsequently processed.

4. Providing data to third parties

DB+ provides your personal data to third parties only where necessary for the performance of a contract with you, in order to meet legal obligations, or to improve your online experience. To protect your data, we have entered into a processing agreement with these parties, in accordance with the provisions of GDPR.

5. Collating information

5.1 Collating actively-volunteered information

On various pages of our website, DB+ might ask you to provide your name, e-mail address, company name, telephone number or other non-confidential information, for a particular purpose in each case. Your answer to these questions is entirely voluntary. The information thus obtained is collated by DB+ in order to improve the website and the flow of information to you, the user. In addition, DB+ may use the information for other commercial or non-commercial corporate purposes.

DB+ may, for instance, use these data to keep you informed of special offers on products and services, or to make you aware of products and services which might benefit you or your organisation. If you do not wish personal information to be used for such purposes, use the website in Restricted mode.



5.2 Collating passively-provided information

Also, by means of its website, DB+ collates domain data, which form part of the analysis it conducts on the use of its website. This information — for example, the number of times that the websites are visited, and which pages within the websites are viewed — is collated by DB+ in order to improve the accessibility and quality of our pages online. To the extent that these data are processed by DB+, this is entirely anonymous. The information is automatically obtained; therefore, you do not have to take any steps to provide it.

6. Cookies

6.1 The types of cookies that we use

Here is a breakdown of the types of cookies that we use:

- **Necessary and preferences cookies**
We use cookies to enable us to optimise our website. By using these cookies, we can serve you better the next time you visit dbplus.nl and can make the website more user-friendly.
- **Statistics cookies**
We use statistics cookies, which are cookies documenting how our users use dbplus.nl. This information allows us to analyse and report on the use of dbplus.nl and to generate statistics on it, which helps us improve dbplus.nl and our service provision.
- **Marketing cookies**
With your permission, we leave a cookie on your device which can be retrieved whenever you visit a website from a website in the Google network. This allows us to find out that in addition to our website, you have also been visiting the Google network website(s) in question. The profile that is thereby accumulated is not linked to your name, address, e-mail address or similar personal identifiers, but serves merely to attune advertisements to your profile, so that they are as relevant to you as they can be.

6.2 Google cookies

Cookies are placed by Google, a U.S. company, on our website for purposes including tracking and generating reports on how visitors use our website. Google may share this information with third parties if legally obliged to do so, or to the extent that third parties process this information on Google's behalf. This is beyond our control. We have not permitted Google to use the information obtained for other Google services.

- **Google Analytics**
We use Google Analytics to analyse user behaviour on www.dbplus.nl and in order to verify how effective our advertisements using Google Adwords are. The information obtained, including the IP address of your PC or laptop, is saved on a Google server. Google will use this data to report to us how we could improve the website to reflect actual use by users. These data are kept for a maximum of 50 months (4 years and 2 months).



- **Google Adwords**
These cookies enable us to keep track of the quality of Google Adwords and which pages on www.dbplus.nl you are visiting. This allows us to offer relevant advertisements on our other pages. These cookies are kept for a maximum of 18 months.
- **Google remarketing**
If you land on our website by way of an advertisement on Google, then in some instances a cookie may be left, as a result of which you will come across more advertisements for DB+ on other websites. The placing and reading of these cookies is automated. Personal data are not saved by DB+, nor does Google make them available to others. These data are kept for a maximum of 90 days.
- **Switching cookies on and off, and deleting them**
You can find out more about switching cookies on and off, and deleting them, in your browser's user manual and/or from the Help menu on your browser.

6.3 Social media cookies

- **Facebook cookies**
The information that Facebook collects is anonymised as far as possible. This information is transferred to and from Facebook and is saved on servers in the United States. Accordingly, Facebook is obliged to obey the Safe Harbor principles, and Facebook is part of the U.S. Department of Commerce's Safe Harbor scheme, which requires an appropriate level of protection for the processing of anything which might contain personal data. These data are kept for a maximum of 90 days.
- **Facebook targeting methods**
We use Facebook Pixel, a software code which keeps track of which pages a visitor to a website is viewing. Facebook Pixel enables us, through its applied conversion, to keep a register of sales. These data are kept for a maximum of 90 days.
- **Facebook retargeting**
Our website contains a Facebook Pixel, allowing us to evaluate visitor traffic flowing to us from Facebook. This pixel works by using a section of software code provided by Facebook itself. It is by means of that code that cookies are left; we have no influence upon that process. Please consult Facebook's privacy statement (which changes regularly) in order to find out more about what they do with your personal data obtained from these cookies. These data are kept for a maximum of 90 days.
- **LinkedIn**
This cookie enables an article to be shared to LinkedIn directly from the website.
- **YouTube**
This cookie enables a video to be shared directly from the website.



6.4 SalesFeed

There is SalesFeed software linked to www.dbplus.nl; this Software is used to generate statistics on the origin and conduct of our target audiences. To do this job, SalesFeed software processes visitors' IP addresses. For some of the Dutch-based organisations visiting this website, the IP addresses are linked to a database containing company data. Information on organisations that is gleaned from their visit to the website is not shared with any third parties. For more information on SalesFeed software, please consult www.salesfeed.com.

Use of cookies by SalesFeed Software

By default, SalesFeed Software leaves one cookie behind. This is a session cookie, also referred to as a first-party cookie. Session cookies are used to aggregate events, and they lapse after half an hour of inactivity. By default, SalesFeed software does not leave any third-party cookies on the devices of visitors.

6.5 Hotjar

We also use Hotjar, which is another service that leaves a cookie so that a profile can be built up of who is visiting our website. We use Hotjar cookies to give a visual representation of how you are navigating around our website. We use the knowledge gained to improve our website.

6.6 Web shop

Our web shop uses functional cookies to ensure that the web shop works properly and that orders can be placed.

7. Use of forms

We use forms in several ways, and the person filling in the form is providing us with data in doing so. We save these data in the Mailplus database, a software environment that fully meets the requirements set by ISO certification ISO/IEC 27001:2013. We use these personal data to make our provision of information to customers as relevant as possible. Below is a summary of the media in which we use forms:

- Website (e.g. contact queries)
- Web shop (e.g. creating an account)
- e-mails (e.g. requests for more information)
- Events (e.g. tenders or surveys)
- Customer research (e.g. the surveys we conduct among our customers)

By default, we save these data for a period of 60 months (five years).

The forms include the use of cookies, which enable your data to be stored for next time you fill in a form.



8. E-marketing

8.1 Personal data

For e-marketing purposes, we save the following personal data in the Mailplus database, a software environment that fully meets the requirements set by ISO certification ISO/IEC 27001:2013. The personal data are derived from DB+'s customer relationship management (CRM) system, and we use them to make our provision of information to customers as relevant as possible.

- Given name(s) (P)
- Prefix(es) to surname (P)
- Surname (P)
- Sex (P)
- Mobile tel. no. (P)
- Account number
- Job title of contact person
- Sex
- Initials
- E-mail address
- Username for web shop
- Password for web shop
- Named account manager at DB+
- Named support staff employee at DB+
- E-mail preferences

8.2 Interactions

Besides holding data from our CRM system, Mailplus also retains the interactions made by a user. These are such actions as:

- opening an e-mail
- completing a form
- downloading a document
- clickthroughs on a link in an e-mail

Retaining these interactions allows us to attune future information provision even better to the individual situation of each of our customers.

8.3 Opt-out right: unsubscribe from newsletter

Anyone who wishes to be removed from our mailing list will have their opt-out request processed by the marketing team at DB+. Please send any such request to privacy@dbplus.nl.

9. Camera

In our shops there are videocameras to protect our employees en your/our property. These videocameras are placed clearly visible and when entering our shops you'll be notified of the presence



of camera surveillance. We have a legitimate interest in making camera images in order to prevent theft, aggression towards our staff and for law enforcement purposes.

10. Privacy rights

You have a right to view your personal data (as per Article 15 of the GDPR) and a right to correct or delete your data (Articles 15 and 16 of GDPR). Should you have any other queries about privacy at DB+ or on any of the above issues, please e-mail privacy@dbplus.nl.

11. Responsible-Disclosure

At DB+, we consider the security of our systems our network and our products to be of utmost importance. In spite of the care we take for the security of our systems, it can happen that a weak point remains. If you have found a weakness in one of our systems, we would like to hear about it so that we can take appropriate measures as quickly as possible. We would like to work with you to better be able to protect our customers and our systems.

We ask that you:

- E-mail your findings to privacy@dbplus.nl. Please split sensitive data into separate emails.
- Do not abuse the vulnerability, for example by downloading, editing or deleting data. We will always take your report seriously, even without 'proof'.
- Do not share the problem with others until it has been resolved.
- Do not make use of attacks on physical security, of social engineering, denial of service or hacking tools, such as vulnerability scanners.
- Give adequate information for the problem to be reproduced so that we can resolve it as quickly as possible. Usually, the IP address or the URL of the affected system and a description of the vulnerability are enough, although more information might be necessary for more complex vulnerabilities.

What we promise:

- We will respond to your report within 5 business days, with our evaluation of the report and an expected resolution date.
- If the above conditions are met, no legal action will be taken against you
- We will handle your report confidentially, and will not share your personal information with third parties without your permission. An exception to this is the police and judiciary in the event of prosecution or if information is demanded.
- We will keep you informed of the progress of the solution to the problem.
- In communication about the reported problem we will state your name as the discoverer, if you wish.
- As thanks for your help, we offer a reward for every report of a security problem that is not known to us. We determine the value of the reward on the basis of the seriousness of the breach and the quality of the report.

We strive to resolve all problems as quickly as possible, to keep all involved parties informed and we would like to be involved in any publication about the problem once it is resolved.