

Privacy policy and cookie statement She OBM

She OBM respects your privacy and will process your personal data in a secure and careful manner, in accordance with the General Data Protection Regulation. In this statement you can read, among other things, which personal data She OBM processes, for what purpose, how She OBM subsequently handles this data and how long this data is stored.

Do you have a question about your privacy? If so, please contact She OBM at hello@sheobm.com. For all additional information on personal data protection, please visit www.autoriteitpersoonsgegevens.nl.

Personal data

She OBM processes personal data within the meaning of Article 4 of the Dutch Data Protection Authority (DDPA). Personal data means all data that can provide information about identified or identifiable natural persons. If the personal data is the data of an individual younger than 16 years, then the consent of the parent(s) or guardian(s) is reasonably required to amend, delete or otherwise process personal data She OBM processes only general personal data. She OBM does not process special personal data, such as data on race or religion.

She OBM processes your personal information when you actively provide this information to She OBM, for example, when you contact She OBM or when entering into an agreement with She OBM. She OBM processes your data based on the consent you have given, under an agreement you have concluded with She OBM, if this is necessary to protect legitimate interests of She OBM or under a legal obligation. Personal data will not be processed in a way that is incompatible with the purposes for which they were obtained.

What personal data does She OBM process?

Communication

When you contact She OBM, for example through the contact form of the website, She OBM may store the following data from you:

- First and last name
- Company name
- Email address
- Instagram account
- Phone number
- Your message

This data is processed to best serve you in answering your questions and requests.

Legal basis: legitimate interest.

Quotes

When you submit a quote request to She OBM, She OBM will store the following data from you:

- First and last name
- Company name

- Address information
- E-mail address

This data is needed to send you a correct quotation.

Legal basis: legitimate interest.

Services

To ensure that She OBM can perform its services, the following information is stored:

- First and last name
- Company name
- Address data
- E-mail address
- Phone number
- Chamber of Commerce (KVK) number
- Other personal data provided by you

Without this information, She OBM cannot perform its services.

Legal basis: execution of the agreement.

Invoicing and financial administration

In order to process your payment, She OBM processes the following personal data:

- First and last name
- Company name
- Billing address
- E-mail address
- Phone number
- VAT-number
- Bank details

This information is necessary to prepare a correct invoice and, if you do not pay the invoice on time, to initiate a collection procedure.

Legal basis: execution of the agreement.

Newsletters

If you would like to receive newsletters from She OBM, She OBM stores the following information from you:

- First and/or last name
- E-mail address

Without this information, She OBM cannot send newsletters to you.

Legal basis: consent.

Reviews

To enable you to post a review on, for example, the website, social media or on She OBM's offers, She OBM processes the following personal data:

- First and/or last name
- Photo

This data is only stored with your explicit consent. Reviews can also be placed anonymously

Legal basis: consent.

Retention period of personal data

The personal data processed by She OBM will not be kept longer than necessary to realize the aforementioned purposes for which the personal data are collected. Personal data will be kept until the legal retention period, unless otherwise necessary (Article 5 AVG). For invoices and financial records, for the purpose of the legal administration obligation of the tax authorities, a retention period of 7 years applies. After this period the data will be deleted or anonymized. Cookies are kept for the duration of your browser session. Reviews will be removed as soon as She OBM has received a removal request from you.

Sharing personal data with third parties

She OBM does not share your personal data with third parties, unless this is necessary for the execution of the agreement, to comply with accounting and other administrative obligations or under mandatory laws and regulations. These third parties are bound to confidentiality under a processing agreement and/or legal obligation.

She OBM will enter into a processing agreement/secretcy agreement with companies that process your personal information on behalf of She OBM in order to strive for the same level of security and confidentiality of your personal information. She OBM will make reasonable efforts to achieve this. She OBM will never sell personal information to third parties.

Your personal information will (possibly) be shared with the following third parties:

- Webhosting
- Website software
- Accounting software/bookkeeper
- CRM system
- Email marketing software
- Telecommunications
- Payment services/systems

Automated decision-making

The personal data that She OBM works with are always processed by a person. She OBM does not, on the basis of automated processing, make decisions about matters that (significantly) affect individuals. These are decisions made by computer software and/or computer systems.

Your rights

You have the following rights regarding your personal data:

- The right to be informed (article 15 DDPA)

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- The right to access (article 15 DDPa)
- The right to rectification (Article 16 DDPa)
- The right to erasure (article 17 DDPa)
- The right to restrict processing (Article 18 DDPa)
- The right to data portability (Article 20, first paragraph under a, DDPa)
- The right to object (Article 21 DDPa)
- Rights regarding automated decision-making and profiling (Article 18 DDPa)

To make use of said rights, please send your request to hello@sheobm.com. She OBM will evaluate your request as soon as possible and at the latest within 30 days. If She OBM cannot fulfill your request, they will always let you know why your request has been rejected. When making such a request, She OBM is entitled to verify your identity, by requesting the presentation of a valid identification document, such as a driver's license or passport.

She OBM would also like to inform you that you have the possibility to file a complaint with the national regulator, the Dutch Data Protection Authority (Autoriteit Persoonsgegevens). This can be done via the following link:

<https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>.

Cookies

A cookie is a simple, small text file that is sent when you first visit the website and is stored by the browser on the hard drive of your computer, tablet or smartphone. Information is stored in these files that can be recognized again during a later visit to the website. She OBM uses the following cookies:

Essential cookies

Essential cookies ensure that certain parts of the website work properly and the website is easy to visit.

Analytical cookies

To gain insight into the number of visitors to the website and the functioning of the website, analytical cookies are used. Data collected with these are anonymous. Google will not use this data for its own purposes. More information can be found in Google's Privacy Policy.

Marketing cookies

Marketing cookies are cookies or any other form of local storage used to create user profiles to display advertisements or to track the user for similar marketing purposes.

Social media buttons

She OBM's website includes social media buttons to promote web pages on social networks such as Facebook and Instagram. These buttons work through pieces of code provided by Facebook and Instagram themselves. She OBM recommends reading the privacy statements of these parties to know what they do with your personal data that they process. She OBM has no influence on this.

Placed cookies

Name	Supplier	Retention period	Function	Type of cookie
_greaptcha	sheobm.com	permanently	This cookie is used to distinguish people and bots.	essential
_GRECAPTCHA CONSENT	google.com	179 days	This cookie is used to distinguish people and bots.	essential
CONSENT	google.com	2 years	This cookie is used to detect whether the visitor has accepted the marketing category in the cookie banner. This cookie is required for the DDPA -compliance of the website	essential
CONSENT	youtube.com	2 years	This cookie is used to detect whether the visitor has accepted the marketing category in the cookie banner. This cookie is required for the DDPA -compliance of the website	essential
loglevel:ROXLogger	hello.dubsado.com	permanently	This cookie is used for the contact form on the website.	essential
lscache-client_date	hello.dubsado.com	permanently	This cookie is used for the contact form on the website.	essential
lscache-distinctId	hello.dubsado.com	permanently	This cookie is used for the contact form on the website.	essential
m	m.stripe.com	2 years	This cookie determines the device used to access the website. This allows the website to be formatted accordingly.	essential
rc::a	google.com	permanently	This cookie is used to distinguish people and bots.	essential
rc::b	google.com	session	This cookie is used to distinguish people and bots.	essential
rc::c	google.com	session	This cookie is used to distinguish people and bots.	essential
rc::d-15#	google.com	permanently	This cookie is used to distinguish people and bots.	essential
_ga	sheobm.com	2 years	This cookie records a unique ID that is used to generate static data about how the visitor uses the website.	analytical
ga#	sheobm.com	2 years	This cookie is used by Google Analytic to collect data on the number of times a user has visited the website, as well as data for the first and most recent visit.	analytical
p.gif	typekit.net	session	This cookie tracks special fonts used on the website for internal analysis. This cookie does not record visitor data.	analytical
VISITOR_INFO1_LIVE	youtube.com	179 days	This cookie attempts to estimate users' bandwidth on pages with embedded YouTube videos.	marketing
YSC	youtube.com	session	This cookie records a unique ID to keep statistics on which YouTube videos the user has seen.	marketing
ytidb::LAST_RESULT_ENTRY_KEY	youtube.com	permanently	This cookie stores user's video player preferences using embedded YouTube video.	marketing
yt-remote-cast-available	youtube.com	session	This cookie stores user's video player preferences using embedded YouTube video.	marketing
yt-remote-cast-installed	youtube.com	session	This cookie stores user's video player preferences using embedded YouTube video.	marketing
yt-remote-connected-devices	youtube.com	permanently	This cookie stores user's video player preferences using embedded YouTube video.	marketing
yt-remote-device-id	youtube.com	permanently	This cookie stores user's video player preferences using embedded YouTube video.	marketing
yt-remote-fast-check-period	youtube.com	session	This cookie stores user's video player preferences using embedded YouTube video.	marketing
yt-remote-session-app	youtube.com	session	This cookie stores user's video player preferences using embedded YouTube video.	marketing
yt-remote-session-name	youtube.com	session	This cookie stores user's video player preferences using embedded YouTube video.	marketing

The matrix shows the most important cookies. Depending on the privacy settings of your browser, the website displays a variable number of cookies per page.

When you visit She OBM's website for the first time, a pop-up is shown with a cookie notification. Once you accept all cookies, you give She OBM permission to use all cookies.

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You can disable the use of cookies through your browser. You can also indicate that certain cookies may not be placed (anymore) or remove the previously stored information via your browser settings.

Security

She OBM takes the protection of your personal data seriously and takes appropriate technical and organizational measures to prevent abuse, loss, unauthorized access, unwanted disclosure and unauthorized changes. Nevertheless, do you feel that your personal data is not properly protected or that there are indications of misuse? If so, please contact She OBM.

Liability

This privacy and cookie statement covers only personal data that She OBM processes for the purposes discussed in this statement. She OBM accepts no liability or responsibility for the operation and/or content of third-party websites or services.

Changes to this privacy and cookie statement

This privacy and cookie statement was last amended on September 26, 2022. She OBM has the right to change this statement at any time. You can find the most recent version on She OBM's website. If an amended statement affects the way She OBM processes your personal data, you will be informed by e-mail.

Contact

By email:

hello@sheobm.com

By mail:

She OBM

Attn: Carmen Castricum or Lydia van Velzen

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