



## **Privacy and cookie statement**

### **Melissa Boelen**

Version 2020

Melissa Boelen is aware that you have confidence in our company. We, therefore, see it as our responsibility to protect and respect your privacy. On this page, we will let you know what information we collect when you use our website, why we collect this information, and how we use it to improve your user experience. This way you will understand exactly how we work.

This privacy policy applies to all services of Melissa Boelen. By using this website, you indicate that you accept our privacy policy. Melissa Boelen respects the privacy of all users of its site and ensures that the personal information you provide is treated confidentially and complies with the General Data Protection Regulation (GDPR).

The current version of this privacy policy - available on the website - is the only version that applies as long as you visit the website.

### **Who is Melissa Boelen**

Melissa Boelen is a sole proprietorship. We are located in (2312 RL) Leiden at Looiersplein 24. We are registered in the Chamber of Commerce under number 76455963. We are the controller of your personal data.

### **Personal data**

We process personal data in order to offer you our Website and Services. The term "personal data" refers to information that identifies you as a person. This definition is in accordance with the relevant legislation.

If you are under the age of 16, you need your parent's or legal guardian's consent to use our website and services. If it appears that we have processed data of a person under the age of 16 without permission, you can contact us and we will delete the data of this person.

### **Processing the personal data**

We may store your data at various times, for example when you visit our website, use our services or when you contact us. We may process this data because we ask for your permission and in order to optimally deliver our services to you. Furthermore, we will not process your data without your permission, unless we are legally obliged to do so.

The data we process are:

- First and last name;
- Your address details;
- Your gender;
- Telephone number;



- E-mail address;
- Your behavior on the website;
- IP address;
- (possibly) trade name and company details;
- Your payment details;
- Your questions and the information you share with us.

We do not collect or use information for purposes other than the purposes described in this privacy statement unless we have obtained your consent in advance.

### **Your rights**

The information we collect from you is personal. You, therefore, have the following rights:

- You may ask us to inspect your data at any time;
- You may ask us to correct, limit, or delete your information. In case of fraud, non-payment, or other unlawful acts, we may keep some of your information in a register or on a blacklist;
- You may ask us for a copy of your data.
- You can object to the processing of your data;
- You can submit a complaint to the Dutch Data Protection Authority if you think that we are processing your data unlawfully;
- You may always withdraw your consent to process your data. From the moment you withdraw your consent, we are no longer allowed to process your data.

If you wish to exercise any of the above rights, we request that you submit this request to [hello@melissaboelen.com](mailto:hello@melissaboelen.com). To ensure that this request has been requested by you, we request that you enclose a copy of proof of identity. Make your passport photo, MRZ (the strip with numbers at the bottom of the passport or ID card), passport number or ID card number, and Citizen Service Number (BSN) black in this copy. We will respond to your request as soon as possible, but no later than two (2) weeks.

### **Purpose and use**

Your personal data will only be used to contact you in connection with a question you have asked via our website, to contact you in connection with your order for a product and / or service, or to inform you about Melissa Boelen. We will never provide your details to third parties without your explicit consent. The only exception to this is when we are required to do so by law or a court order.

### Contact Form

You can contact Melissa Boelen via the contact form. You also leave your details with the contact forms. This information is supplied to us by WordPress and our mail servers. We process this data in order to respond to your message.



#### Newsletter and / or other marketing communication

Melissa Boelen can regularly send a newsletter and / or other marketing communication to inform you about Melissa Boelen and we can share certain updates with you. We do this via a mail server, for which you register yourself. We offer the option to unsubscribe under each newsletter

#### Payments

If you purchase a product from Melissa Boelen, you can pay the invoice via Ideal, among others. These personal data are stored by the server and processed in the accounts of Melissa Boelen.

#### Reviews

In order to constantly improve our services, we may request you to leave a review or to complete a (short) survey. You can choose to leave it anonymously, but certain personal information may be disclosed if you choose to share it with your name.

#### **Legitimate interest**

In some cases, we have a legitimate interest to process data. We have weighed our interest against the privacy interest of the person whose personal data we process. We will not process more data than is necessary to achieve our goal and thereby safeguard our legitimate interests.

#### **Automated decision making**

Melissa Boelen does not make decisions based on automated processing on matters that can have (significant) consequences for people. These are decisions that are taken without the intervention of a person.

#### **The security of your data**

Melissa Boelen has taken appropriate technical and organizational security measures to protect your personal data against misuse, unlawful or unauthorized use and loss. All parties that process your data for us (sub-processors) or who can view it (such as employees or hired workers) sign an agreement or non-disclosure agreement. Melissa Boelen will not sell your information to third parties.

#### **Retention period of your data**

Melissa Boelen does not store your personal data longer than is strictly necessary to achieve the purposes for which your data is obtained. When you have unsubscribed or submitted a request for removal, you will be completely removed from our database.

#### **Cookies**

This website uses "cookies" (text files placed on your computer) to help analyze the website and how users use the site. The information generated by the cookie about your use of the



website can be transferred to secure servers of Melissa Boelen or those of a third party. We use this information to keep track of how you use the website, to compile reports on website activity and to offer other services related to website activity and internet usage.

If we need your permission to place cookies, we will ask you during your first visit to our website. You can opt out cookies by setting your internet browser that it no longer stores cookies. Most cookies disappear when you close the internet browser. Some cookies remain on the internet browser for a few days to several years. You can delete these yourself at any time via your internet browser. If you do not accept our cookies, it may be that our website works less well.

We use google analytics and a pixel from Facebook to place cookies. Both keep statistics about your behavior on the website.

#### **Data breach**

If, despite all precautionary measures, a data breach occurs, we comply with the data breach reporting obligation and report this breach to the Dutch Data Protection Authority within 72 hours of discovery. If you discover a data breach, we kindly ask you to share this with us as soon as possible, but in any case, within 24 hours after you have discovered the breach by sending an email to [hello@melissaboelen.com](mailto:hello@melissaboelen.com) We can then take immediate action.

#### **Amendments**

This privacy statement is tailored to the use of and the possibilities on this site. Any adjustments and / or changes to this site may lead to changes in this privacy statement. It is therefore advisable to regularly consult this privacy statement.

#### **Questions and feedback**

Do you have any questions about this privacy policy or comments? Then you can contact us at any time:

Melissa Boelen  
[hello@melissaboelen.com](mailto:hello@melissaboelen.com)