

PRIVACY STATEMENT TAGGRS

1. **Introduction**

- 1.1. In this privacy statement TAGGRS B.V., registered with the Chamber of Commerce under number 90185943 describes the way in which it processes personal data.
- 1.2. Taggrs offers is a software solution for Server Side Tagging (SST). Web site data is retrieved through Taggrs' data server and forwarded to the end destination chosen by the customer. This takes place through Taggrs' database and does not go directly from the client to the final destination.
- 1.3. Taggrs treats your personal data with care and takes appropriate technical and organizational measures. In doing so, Taggrs complies with applicable privacy laws, including the General Data Protection Regulation (**AVG**) and the General Data Protection Regulation Implementation Act (**UAVG**).

2. **Contact Taggrs**

If you wish to contact Taggrs in response to this statement, please use the contact information below.

E-mail: info@taggrs.io
Website: www.taggrs.io
Post: Coehoorn van Scheltingaweg 1P
8442 EZ Heerenveen

3. **Personal data**

- 3.1. Depending on the services Taggrs offers, Taggrs may process the following personal data about you:
 - (a) first and last name;
 - (b) address information;
 - (c) phone number;
 - (d) email address;
 - (e) technical metrics, such as IP address, MAC address and/or cookies;
 - (f) payment details.
- 3.2. The specific personal data Taggrs processes depends on the services Taggrs provides to you and the functionalities of the website you use.

4. **Purposes**

Taggrs processes personal data for the following purposes:

- (a) the performance of the agreement entered into by Taggrs with its customers;
- (b) sending information about Taggrs and the services it provides or might provide;
- (c) Providing training to customers on Taggrs' services;
- (d) sending out the newsletter;
- (e) the use of the website; and

(f) improving the website.

5. **Use of personal data**

5.1. The personal data processed by Taggrs is necessary for the performance of the agreement entered into by Taggrs with the customer. It is also necessary for the performance of the agreement for Taggrs to send information to its customers about the services purchased.

5.2. Taggrs has a legitimate interest in sending information about services similar to those Taggrs provides to existing customers. This also applies to customer use of the website and the improvement of this website.

5.3. It may happen that Taggrs has a legal obligation to (continue to) process certain personal data. In such a case, Taggrs will comply with the legal obligation.

6. **Provision of personal data to third parties**

6.1. Taggrs (sometimes) involves third parties in the performance of its services. These may include service providers who have other areas of expertise. Taggrs may share personal data with these parties.

6.2. Taggrs has outsourced certain work to perform its services. These include, for example, parties involved in providing the website, email functionality and/or storage of emails, documents and data.

6.3. Taggrs may be required by law to share personal data with a government agency and/or (national) authority.

7. **Security and preservation**

7.1. Taggrs takes appropriate security measures to limit misuse of and unauthorized access to your personal data.

7.2. Taggrs does not retain personal data longer than necessary. Taggrs will not retain your data for longer than seven years after the termination of the agreement you entered into with Taggrs. If you withdraw your consent, Taggrs deletes those personal data to which you have consented. The foregoing shall not apply if Taggrs is required or permitted to retain your personal data for longer under a legal obligation.

8. **Cookies and profiling**

8.1. Cookies are text files that are stored on your computer or mobile device when you visit a Taggrs website. Cookies are used on Taggrs' website(s) to provide you with an optimal user experience. For example, they allow you to avoid filling in the same information over and over again and make it easier for you to navigate the website in question.

8.2. For the use of tracking cookies, Taggrs asks permission when you use the website. If you do not consent, no tracking cookies will be processed.

8.3. In addition, Taggrs may use analytical cookies to analyze website usage and improve the website. For this purpose, Taggrs uses Google Analytics.

8.4. You can change whether or not to allow cookies in your browser settings.

9. **Third party websites**

Taggrs' website may contain references to other websites, such as hyperlinks. Taggrs is not responsible or liable for the processing of personal data by those websites. This privacy statement does not apply to the use of those third-party websites.

10. **Social media**

There may be social media buttons included on this website for sharing pages through social media networks, such as LinkedIn. If you click on these buttons, your personal data will be processed by the relevant social media network. Please read the privacy statements of such parties to see how these networks handle your personal data.

11. **Changes**

Taggrs may change this privacy statement from time to time. Changes will be posted on our website.

12. **Your rights: accessing and changing data**

You have the right to make a request to Taggrs for access, restriction, rectification or erasure of your personal data. In addition, you have the right to object to the processing of your personal data and the right to data portability. Upon receipt of your request you will receive a response within four weeks. You can send such a request to info@taggrs.io.

13. **Complaints**

Taggrs would like to hear from you if you have complaints about the processing of your personal data. You can report this to us at info@taggrs.io. You also have the right to file a complaint with the Personal Data Authority.