

## **Privacy statement – Heemskerk academy**

### **Version June 2022**

#### **General information**

This is the privacy statement of Applestar B.V., trading under the name Heemskerk academy, registered at the Chamber of Commerce under Chamber of Commerce number 86457136. The contact details of Heemskerk academy are: M.H. Heemskerk, accessible at [info@heemskerkacademy.com](mailto:info@heemskerkacademy.com).

#### **Data**

You can subscribe to the newsletter via the website [heemskerkacademy.com](http://heemskerkacademy.com). This can be done by completing the section you now subscribe to our newsletter on the knowledge page or the contact page. The mandatory information to fill in here concerns your e-mail address, first name and last name.

In addition, it is possible to send a message directly to Heemskerk academy. This is done via the "Contact" sections on the website. In that case you will be asked for your name (only a first name is sufficient) and an email address. You can enter the corresponding message containing the question or comment in the "message" box.

When registering for the Heemskerk academy newsletter, your data will be saved. This concerns your first name, last name and your e-mail address so that the newsletter can be sent to you.

Your IP address is saved by means of Google Analytics. Google Analytics is linked to [heemskerkacademy.com](http://heemskerkacademy.com).

#### **Purposes of processing**

The data is stored using Mailchimp and is used to send a newsletter periodically (often monthly). The newsletter always includes an option to cancel the subscription to the newsletter. The data stored on Mailchimp is used to send the newsletter, but also to see how many subscriptions there are and how many subscribers have opened the newsletter and possibly clicked through to the website.

There is no obligation to remain subscribed to the newsletter. You can unsubscribe immediately.

The data from the contact page is used by Heemskerk academy for drawing up quotations (if there is a possible collaboration), making an

appointment (for example during an introduction or interview), invoicing (for existing assignments) or responding to the message (for example with short questions).

The data obtained via Google Analytics is used for insight into the statistics of the website such as how many views there are per hour, which articles are best read, how long someone stays on the website on average and through which channels they are on the website end up.

#### **Processing via Mailchimp and Google Analytics**

The processing of the data goes through both Mailchimp (newsletter) and Google Analytics (website statistics).

Heemskerk academy has concluded a user agreement with both Mailchimp and Google Analytics (dated 2 May 2019).

#### **Duration of storage**

The data will remain stored as long as you remain a member of the newsletter or until Heemskerk academy stops.

The contact details are stored for as long as necessary for the execution of the assignment.

The duration of the data via Google Analytics remains available indefinitely via Google Analytics.

#### **Social Media**

Heemskerk academy draws attention to its own products and services through social media.

When you respond to a social media message, your social media account is therefore mentioned under this message. This is visible to everyone.

#### **Right to view, correct or delete personal data**

Do you want to inspect, rectify or delete your personal data? Send an e-mail to [info@heemskerkacademy.com](mailto:info@heemskerkacademy.com).

#### **Complaints**

You have the right to submit a complaint to the Dutch Data Protection Authority.