

# PRIVACYVERKLARING ISEARD MEDIA

When you interact with our website or contact us, you may share personal data with us. We handle your data with care and comply with applicable laws and regulations regarding the storage and use of personal data.

In this privacy policy, we explain what data we collect from you and how we use it. This policy applies to all interactions between you and Iseard Media, regardless of the communication method.

Iseard Media, located at Strandwal 81, Wasseenaar, Netherlands, is responsible for processing personal data as described in this privacy policy. Questions or comments regarding your privacy can be sent to [info@iseard.media](mailto:info@iseard.media).

## What Are Personal Data?

Personal data are any pieces of information that identify you or can be used to identify you. Examples include your name, contact information, address, or citizen service number (BSN). Certain data, such as ethnicity, religion, or criminal history, are classified as sensitive personal data. We do not collect sensitive personal data or data from individuals under the age of 16.

### *When Do We Process Your Personal Data?*

#### **1. To assist you with inquiries**

If you have questions or need assistance, you can contact us via phone, email, or website forms. We may also receive your data through third parties as part of our services. To help you effectively, we store the following data:

- Name
- Company name
- Email address
- Phone number
- Your message

**Legal basis:** Legitimate interest.

#### **2. To prepare and send quotations**

Before starting a project, we provide a quotation. To do this, we store:

- Name and address details
- Company name
- Email address
- Phone number
- Chamber of Commerce number (optional)
- VAT ID number (optional)

**Legal basis:** Legitimate interest.

### **3. *To execute agreements and communicate with you***

To deliver the services your requested, we store:

- Name and address details
- Email address
- Phone number
- Company name
- Login details for social media, paid media, or other digital platforms and accounts

**Legal basis:** Performance of a contract.

### **4. *For invoicing and debt collection***

To process payments or initiate a collection process if necessary, we store:

- Name and address details
- Email address
- Phone number
- Company name
- Chamber of Commerce number (optional)
- VAT ID number (optional)

**Legal basis:** Legal obligation.

### **5. *To inform you about changes to our services.***

If there are updates to our services, terms, privacy policy, or other important matters, we may contact you with the following data:

- Name
- Email address

**Legal basis:** Consent.

### **Data sharing with partners**

We collaborate with various suppliers and partners for service delivery, including:

- Payment and collection processing (Moneybird)
- Web and email hosting (Hetzner Online GmbH, Microsoft 365)
- Accounting (Vakkennis)
- Administrative support (Anselma van Oostrom)
- Online meetings (Teams, Zoom)
- Print services (Drukwerkdeal)
- Other software and tools we use, including WhatsApp, Google Suite (incl. Drive, Gmail, Forms), Airtable, Slack, Trello, MijnDomein, Google Ads, Google Analytics, Google Tag Manager, Google Search Console, Google Looker Studio, META, Mailchimp, Mijn Domein, Mollie, Dropbox, Cloudflare, Canva, Github, Gitlab, Airtable amongst others.

We make every effort to ensure that subprocessors with whom we collaborate comply with GDPR regulations. Wherever possible, we enter into processing agreements and/or confidentiality agreements to safeguard the security of your data. While we strive to ensure compliance, there may be circumstances where not all agreements or guarantees are fully in place.

Some of our partners are located outside the European Economic Area (EEA) (the countries within the European Union, Liechtenstein, Norway, and Iceland). Your data may be processed in the United States and/or other countries where these companies have their cloud storage, servers, and/or backups. For these partners, we strive to implement appropriate measures, such as contractually agreed terms through a data processing agreement, Data Processing Addendum, or a model agreement from the European Commission ([click here](#)). While many of these parties have signed and comply with the stricter GDPR (AVG), we continue to work towards ensuring that all necessary agreements and safeguards are fully in place to protect your data.

### **Sharing data with third parties**

In principle, we do not share your data with individuals or organizations outside Iseard Media, except for partners as described above. We may also be required to share your data due to a legal obligation.

### **Securing your data**

Iseard Media has implemented appropriate technical and organizational security measures to protect your personal data against misuse, unlawful or unauthorized use, and loss.

We strive to ensure that all parties processing your data on our behalf (subprocessors) or who may access your data (e.g., employees or contractors) sign a data processing agreement or confidentiality agreement. These agreements and related data are retained for as long as we collaborate with these parties. While we make every effort to formalize such agreements, there may be instances where not all agreements are fully in place.

### **How Long Are Your Data Retained?**

We apply different retention periods for different data streams. Naturally, you always have the right to request the deletion of your data. Please refer to the section “Your Rights” for more information.

**Personal data:** Names, addresses, phone numbers, and email addresses are deleted 2 years after our last contact.

**Emails:** Emails older than 2 years are deleted unless they remain relevant to the execution of an agreement or resolution of a dispute.

**Invoices and Quotations:** Invoices and quotations are deleted after the legal retention period of 7 years. Your data will remain in our invoicing system until then.

### **Your rights**

You have the right to access, correct, and delete your personal data. You also have the right to withdraw your consent for data processing or to object to the processing of your personal data by Iseard Media.

In addition, you have the right to data portability. You can submit a request to access, correct, delete, or transfer your personal data, or to withdraw your consent or object to the processing of your personal data, by emailing [info@iseard.media](mailto:info@iseard.media).

To ensure the request was made by you, we ask that you include a copy of your identification document with your request. Please black out your photo, MRZ (machine-readable zone, the strip of numbers at the bottom of the passport), passport number, and Citizen Service Number (BSN) to protect your privacy.

If your request pertains to a cookie, we also ask that you include it with your request. We will respond to your request as quickly as possible, but no later than within four weeks.

Iseard Media also wants to inform you that you have the right to file a complaint with the national supervisory authority, the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

### **Reporting a data breach**

Despite all precautions, a data breach may still occur. If this happens, we comply with the legal obligation to report data breaches and, if necessary, notify the Dutch Data Protection Authority within 72 hours of discovery. If you discover a data breach, we kindly ask that you report it to us as soon as possible and no later than 24 hours after you become aware of it by emailing [info@iseard.media](mailto:info@iseard.media). This allows us to take immediate action.

### **Liability**

This privacy policy only applies to personal data processed by Iseard Media for the purposes described in this document. Iseard Media accepts no responsibility or liability for (the functionality and/or content of) third-party websites or services.

### **Changes to this policy**

The content of this privacy policy may be amended by Iseard Media at any time to reflect new developments in legislation, regulations, or changes within our company.

We recommend reviewing this privacy policy regularly to stay informed about our privacy practices. By continuing to use Iseard Media's services after changes are made, you agree to the updated policy.

### **Contact**

If you have further questions or comments, please contact us via email at [info@iseard.media](mailto:info@iseard.media) or by mail at:

#### **Iseard Media**

Attn: Saskia Iseard  
Strandwal 81  
2241 MJ Wassenaar  
The Netherlands

Iseard Media is registered with the Dutch Chamber of Commerce under number 71459200.  
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