

## **Privacy Policy**

We at ZZPvergelijker respect the privacy of our customers and partners and we are committed to informing you about how we collect, use, and share Personal Information (defined below) about you which is submitted by you or on your behalf. This Privacy Policy outlines our practices with respect to the information we collect from or about our users in connection with our website as well as any social media accounts.

Please read this Privacy Policy carefully to understand how we will treat your Personal Information and by continuing to browse the website or download or subscribe to any of our services you are deemed to have accepted the terms of this Privacy Policy. In addition, we recommend that you review our Privacy Policy periodically, because we may revise it at any time without notice to you. Each time you visit our website or provide us with information, you accept the practices described in this Privacy Policy as applicable at that time or any future updates to the Policy made by ZZPvergelijker.

### **Information Processed by ZZPvergelijker**

ZZPvergelijker processes both Personal Information and Other Information about its users through their use of and in connection with ZZPvergelijker. Please find an explanation of all information collected outlined below.

- Information from email communications: We operate an email mailing list program, used to inform subscribers about products, services and/or news we supply/publish. Users can subscribe through an online automated process where they have given their explicit permission. Subscriber personal details are collected, processed, managed and stored in accordance with the regulations named in 'The policy' above. Subscribers can unsubscribe at any time through an automated online service, or if not available, other means as detailed in the footer of sent marketing messages (or unsubscribe from all Mailchimp lists). The type and content of marketing messages subscribers receive, and if it may contain third party content, is clearly outlined at the point of subscription.

Email marketing messages may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics and already stored subscriber data. Our EMS (email marketing service) provider is Mailchimp and you can read their privacy policy on their website.

- Through your device: we may collect information from or through the device you use to connect with ZZPvergelijker, including, for example, the type of device, the IP address, the approximate location derived from an IP address, the mobile network, the operating system and version, the browser and version or the time zone setting or unique device identifiers.
- Log information: we automatically receive and record certain details about your use of our website, including but not limited to, web traffic data, web logs and communication data, all information about your activity on our website.
- Information related to cookies: we collect information through our use of cookies. Please see our COOKIES POLICY for more information.

### **SOCIAL MEDIA POLICY & USAGE**

We adopt a Social Media Policy to ensure our business and our team members conduct themselves accordingly online.

While we may have official profiles on social media platforms users are advised to verify authenticity of such profiles before engaging with, or sharing information with such profiles. We will never ask for user passwords on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page.

## **DOWNLOADS**

Any downloadable documents made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available, users are advised to verify their authenticity using third-party anti-virus software or similar applications.

We accept no responsibility for third party downloads and downloads provided by external third-party websites and advise users to verify their authenticity using third party anti-virus software or similar applications.

## **USE OF PERSONAL INFORMATION**

Helvetica may use the information that is collected from you:

- To contact you: subject to applicable law, we or our third-party service and business providers may send you communications. Such communications are designed to make your ZZPvergelijker experience more efficient and may include, but are not limited to: notifications about ZZPvergelijker and services (including important news that could affect your relationship with us), communications about our services, promotions and our mobile application launch. These types of communications may also contain commercial messages, such as banner ads and special offers. By using our website, you consent to the receipt of such communications and marketing information.

## **GOOGLE**

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users: <https://support.google.com/adwordspolicy/answer/1316548?hl=en>. We use Google Adwords, Google AdSense and Google Analytics on our website. Google, as a third-party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on previous visits to our site and other sites on the Internet. Users may opt-out of the use of the DART cookie by visiting the Google Ad and Content Network privacy policy. We have implemented demographics and Interests Reporting. Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising initiative opt out page or permanently using the Google Analytics Opt Out Browser add on.

## **CONTACT**

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to [info@ZZPvergelijker.nl](mailto:info@ZZPvergelijker.nl).