

PRIVACY STATEMENT DUTCH K DESIGN

Introduction

Dutch K Design takes your privacy very seriously and shall handle your personal data with the utmost security and care. In this Privacy Statement you will learn how we handle your data as well as learn about your rights concerning our processing of your data. We advise that you read this Privacy Statement thoroughly. Should you have any questions or remarks, please contact us at info@dutchkdesign.nl.

Who is Dutch K Design?

Dutch K Design is the eenmanszaak Dutch K Design, with registered office at (9712 XM) Groningen listed at the Traderegister of the Dutch Chamber of Commerce under 80031595.

Dutch K Design is as the controller ultimately responsible with regard to the processing of your personal data.

How does Dutch K Design use your personal data?

Underneath you will find an overview of the purposes for the processing of your personal data. You will also find a specification of which data Dutch K Design uses for that specific purpose, the legal justification, and the amount of time Dutch K Design keeps this data. For clarity's sake, we have categorised the purposes.

Services, customer management and financial administration

Purpose:	Financial administration
Information:	Company name, Billing address, Bank details, Outstanding balance
Legal basis:	Legal obligation
Storage period:	As long as necessary for this purpose

Purpose:	Invoicing
Information:	Company name, Billing address, Bank details, Outstanding balance
Legal basis:	Legal obligation
Storage period:	As long as necessary for this purpose

Purpose:	Order Management
Information:	Home address, Billing address, Email, Phone number, Payment information, VAT number, Customer number
Legal basis:	Necessary for the performance of a contract
Storage period:	As long as necessary for this purpose

Purpose:	Handling complaints about the product
----------	---------------------------------------

Information: Home address, Billing address, Email, Phone number, Payment information, VAT number, Customer number
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Purpose: Providing the service itself
Information: Home address, Email, Customer file data, Financial data, Data necessary to provide the service, Data generated by the service
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Purpose: Handling complaints about the service
Information: Home address, Email, Customer file data, Financial data, Data necessary to provide the service, Data generated by the service
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Purpose: CRM
Information: Name, Username, Email, Location, Order history, Social media account, Browser, OS, User ID, Phone number, Profile photo
Legal basis: Legitimate interests
importance: Commercial interests
Storage period: As long as necessary for this purpose

Marketing

Purpose: Direct marketing
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Affiliate marketing
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Newsletter

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Retargeting
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Social media marketing
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Behavioural targeting
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Loyalty program
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Website

Purpose: Website analytics
Information: Online behaviour, Location
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: A/B testing
Information: Online behaviour, Location
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Submitting reviews or messages
Information: Name, Address, Email, Username, Password, User ID, Message content
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Purpose: Chat feature
Information: Name, Address, Email, Username, Password, User ID, Message content
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Security and fraud prevention

Purpose: Data security
Information: Electronic identification, Phone number, Password, Financial transactions, Professional activities, Agreements and settlements, IBAN number, Name, Address
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Research and Development

Purpose: Market research
Information: Social contacts, Online behaviour, Home address, Email, Phone number, Behavioural data
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

How did Dutch K Design obtain your personal data?

Dutch K Design has obtained your data because you have provided this data to us.

What are your rights?

Under the European General Data Protection Regulation you have a number of rights with regard to your data and the processing thereof:

Access

You may access your personal information and make any necessary changes in your account. If you would like to see which personal data Dutch K Design has obtained about you, you may exercise your right of access by submitting a request to Dutch K Design.

Making changes

If you wish to make changes to the personal information that you have seen as a result of a request for access and you are unable to make the changes yourself in your account, you may request that Dutch K Design makes these changes for you. You may request that Dutch K Design modifies, corrects, supplements, erases or shields your information.

Restriction of processing of personal data

You also have the right, under certain conditions, to ask Dutch K Design to restrict the processing of your personal data.

Right to object

If processing of your data takes place on the grounds of 'legitimate interest' by Dutch K Design or a third party, you have the right to object to that processing.

Portability of data

You have the right to obtain your personal data from Dutch K Design. Dutch K Design will provide this in a structured and commonly used format, which can easily be opened using commonly used digital systems.

Withdrawing consent

When the legal basis for a particular processing is your explicit consent, you have the right to withdraw that consent. This does not affect past processing, but does mean that we will no longer be allowed to process this data in the future. It may also result in Dutch K Design no longer being able to provide you with certain services.

Response from Dutch K Design

A request can be sent to info@dutchkdesign.nl. Dutch K Design will comply with your request as soon as possible and in any case no later than one (1) month after Dutch K Design has received such a request. If Dutch K Design rejects your request, we will indicate in our reply why the request was rejected.

Recipients of your personal data

- - -
Your data may be transmitted to:

- Parties that are involved in the execution or fulfilment of an agreement between you and Dutch K Design

It is possible that Dutch K Design is required to submit your data to a third party, for example to fulfil a legal obligation.

What are cookies and how does Dutch K Design use them?

Cookies are small pieces of (text) information that are sent to your browser when you visit the website of Dutch K Design and then stored on the hard disk or in the memory of your device. The cookies placed via Dutch K Design's website cannot damage your device or the files stored on it. With 'cookies', we also mean comparable techniques collecting information, such as device fingerprinting.

Can changes be made to this Privacy Statement?

This Privacy Statement is subject to changes. We therefore advise you to regularly read the Privacy Statement for any such changes.

Questions, remarks, and complaints

If you have any questions regarding this Privacy Statement or the way in which Dutch K Design uses your data, you can send an e-mail to info@dutchkdesign.nl. If you have a complaint about the way your data is processed, please send an e-mail to info@dutchkdesign.nl. Furthermore, you always have the right to contact the competent national data protection authority. In The Netherlands, this is the [Autoriteit Persoonsgegevens](#).