



Make Marketing Magic

Privacy Statement

Why a privacy statement?

For the services we provide to you, we need to process your personal details. We believe your privacy is very important and we will handle your personal details confidentially and treat them carefully. Personal details will be processed in compliance with the legal requirements set out in the Privacy Law (Wet bescherming persoonsgegevens), and since 25 May 2018, also in the General Data Protection Regulation. In this privacy statement we aim to give you further information about how we will handle your personal details.

Scope of privacy statement

In this privacy statement we provide information about the processing of personal details by, or on behalf of, Make Marketing Magic, and it applies only to the use of the personal details of our customers and visitors to our website.

This privacy statement does not apply to third-party websites, such as websites for apps to whom Make Marketing Magic has links on its website or in its emails. For more information about those you should read the privacy statements of those websites or apps.

Role of Make Marketing Magic

Make Marketing Magic is the data controller in the meaning of the Privacy Law and – since 25 May 2018 – the General Data Protection Regulation. In this privacy statement we provide information about the collection and processing of personal data by or on behalf of Make Marketing Magic.



Make Marketing Magic is registered with the Chamber of Commerce under number 34186659. Make Marketing Magic has its registered office at Vliegtuigstraat 6g, 1059CL Amsterdam, and can be reached through the email address info@makemarketingmagic.com or by phone on +31 (0)20 530 7100.

How do we collect personal details?

Make Marketing Magic may receive information from you in the following ways:

- **Directly from you:** for example when you sign an agreement or contract with us, if you contact us by email, phone or on paper, or when you complete a form on our website, for example if you sign up to receive our tips.
- **Via our website:** in order to carry out, improve and register our services, we collect various pieces of data via our website, including by the use of cookies.
- **Via third parties:** we may use the services of third parties. These third parties then act as agents for Make Marketing Magic. This privacy statement also applies to the data that is collected by or through these third parties, whenever they are acting as a data processor for Make Marketing Magic. We are not responsible for the collection of data other than when acting on the instructions given by Make Marketing Magic. For those cases, we refer you to the data privacy policy of the relevant third parties.

Which personal details do we collect?

Make Marketing Magic may process personal details about you, because you are using services provided by Make Marketing Magic, and/or because you provided these by filling in a contact form on the Make Marketing Magic website. Make Marketing Magic may process the following personal details:



- **Contact and account details**, such as the name, address, phone number, email address and login details you provide. This also applied to contact details, for example, in an email database that you provided to us.
- **Payment and invoice data**, if you have entered into an agreement or contract with us then we need your bank details to process financial transactions.
- **Website details** such as IP-address, traffic and location data and information about the use of our website(s).

Why do we collect your personal details?

Make Marketing Magic uses the personal details it acquires, firstly to perform any contract we have with the customer in the context of marketing, and also for our internal administration. More specifically, we request that you share your personal details with us for the following purposes:

- In order to initiate, maintain and improve the contractual relationship with our (potential) customers, or to improve their services and products.
- To comply with and execute legal requirements.

Make Marketing Magic may send tips by email. If you no longer want to receive a newsletter, then you can use the cancellation option at the end of the newsletter.

Personal details are not used for any other purposes than those described above.

Who do we share your personal details with?

Make Marketing Magic may share your personal details with businesses and sub-contractors affiliated to Make Marketing Magic (such as data processors) who are providing services or performing activities on our behalf.

Make Marketing Magic may be required to provide your details due to a legal obligation that is imposed on Make Marketing Magic, and/or a request to do so from the authorities.



Make Marketing Magic has set up the necessary organisational and contractual measures to do this while guaranteeing that the personal details continue to be processed and protected in line with European and Dutch legislation.

What cookies do we use?

Our website uses cookies that store technical information. Cookies are small data files that a website places on your device to allow your activity on our website to be tracked. Cookies may either be placed by Make Marketing Magic itself, or by other parties with whom Make Marketing Magic collaborates. In [our cookie policy](#) you will find an overview of the types of cookies that may be created by the Make Marketing Magic website.

How long do we store your details?

Make Marketing Magic stores your details for no longer than necessary for the performance of contracts, and in any case no longer than 6 months after the termination of the agreement, unless it is necessary to comply with a statutory duty of retention.

What are your rights?

You need to check for yourself that Make Marketing Magic has the correct personal details for you. Using the email address info@makemarketingmagic.com, you can submit a written objection to certain data being used by Make Marketing Magic, or you may request to view, correct and/or delete your (personal) data. On submission of a written request, the corrections you requested will be processed. Make Marketing Magic will react to your request as rapidly as possible, and in any case within one month.

Complaints about the use of personal data can be sent to Make Marketing Magic or to the Personal Data Authority.



How do we secure your personal details?

Make Marketing Magic takes the protection of personal data extremely seriously and takes appropriate physical, administrative, organisational and technical measures to combat the abuse, loss, unauthorised access to, or the accidental publication or unapproved amendment of data.

If you believe that your personal data is not properly secured or if there are indications of abuse, or if you would like to have more information about the security of your personal data, then you can contact Make Marketing Magic by email at info@makemarketingmagic.com.

Amendments

We may amend our privacy policy. Amendments to our privacy will be reflected in this privacy statement. We therefore recommend that you regularly check our current privacy statement to check for amendments.

Questions, comments, complaints

If you have questions, comments or complaints relating to this privacy statement or about the way in which Make Marketing Magic processes your personal details, then you can contact us by email at info@makemarketingmagic.com.