

## Privacy statement MediaLab

### Introduction

MediaLab 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 [support@medialab.co](mailto:support@medialab.co).

### Who is MediaLab?

MediaLab is the besloten vennootschap MediaLab Online b.v., with registered office at (1101 CB) Amsterdam listed at the Traderegister of the Dutch Chamber of Commerce under 52696308.

MediaLab is as the controller ultimately responsible with regard to the processing of your personal data.

### How does MediaLab 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 MediaLab uses for that specific purpose, the legal justification, and the amount of time MediaLab 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: maximum 7 years

Purpose: Invoicing

Information: Company name, Billing address, Bank details, Outstanding balance



Legal basis: Legal obligation

Storage period: Maximum 7 years

Purpose: Order Management

Information: Home address, Delivery address, Billing address, Email, Phone number, Payment information, Account number, Order Number, Complaint content, COC number, VAT number, Customer number

Legal basis: Necessary for the performance of a contract

Storage period: Maximum 7 years

Purpose: Handling complaints about the product

Information: Home address, Delivery address, Billing address, Email, Phone number, Payment information, Account number, Order Number, Complaint content, COC number, 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, Data necessary to provide the service, Data generated by the service

Legal basis: Necessary for the performance of a contract

Storage period: Up to 3 months after the termination of the contract.



Purpose: Handling complaints about the service

Information: Home address, Email, 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, Phone number

Legal basis: Legitimate interests

importance: Commercial interests

Storage period: As long as necessary for this purpose

Purpose: Job application

Information: Name, Username, Email, Phone number

Legal basis: Legitimate interests

importance: Commercial interests

Storage period: As long as necessary for this purpose

## *Marketing*

Purpose: Newsletter

Information: Name, Email



Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: As long as necessary for this purpose

Purpose: Direct / affiliate / social media marketing

Explanation: Advertising is only effective if it is relevant to you. With third party cookies, MediaLab creates customer profiles based on your interests via surfing behavior to display personalized advertisements on and outside the website or through searches. Based on the profiles, we make selections at group level. This prevents you from seeing content or offers that are less interesting to you

Information: Name, Email, Click behaviour, Online behaviour, Interest in a product

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: As long as necessary for this purpose

## *Website*

Purpose: Website analytics

Explanation: In order to collect statistics about the use and visits of the website, MediaLab processes certain personal data. The provider of the analytics services analyses this data about the website and provides MediaLab with the results. This way, MediaLab obtains insight into the traffic of the website and the way in which the website is used. Based on this information MediaLab is able to make adjustments to the website



and/or her services.

Information: Online behaviour, Location

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: Maximum 3 months

Purpose: A/B testing

Explanation: In order to offer the best user experience, MediaLab continuously tests its website. MediaLab wants to know if the changes it makes are really improvements. That is why MediaLab often makes improvements first available in an a / b test. With a / b testing, two different versions (version a and version b) of the website are shown, and with the help of a cookie MediaLab can keep trace of which of the two variants is most effective.

Information: Online behaviour, Location

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: Maximum 1 year

Purpose: Account

Information: Name, Address, Email, Username, Password, User ID, Message content

Legal basis: Necessary for the performance of a contract

Storage: Up to 3 months after the termination of the contract



period:

## *Security and fraud prevention*

Purpose:	ID verification
Information:	Phone number, Password
Legal basis:	Necessary for the performance of a contract
Storage period:	As long as necessary for this purpose

## **How did MediaLab obtain your personal data?**

MediaLab has obtained your data because you have provided this data to us, and because MediaLab has obtained your information from third parties. These third parties are: Users of MediaLab may provide details of other persons to share media from the service, including but not limited to name and email address..

## **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 MediaLab has obtained about you, you may exercise your right of access by submitting a request to MediaLab.

### *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 MediaLab makes these changes for you. You may request that MediaLab modifies, corrects, supplements, erases or shields your information.



## *Restriction of processing of personal data*

You also have the right, under certain conditions, to ask MediaLab 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 MediaLab 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 MediaLab. MediaLab 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 MediaLab no longer being able to provide you with certain services.

## *Response from MediaLab*

A request can be sent to [support@medialab.co](mailto:support@medialab.co). MediaLab will comply with your request as soon as possible and in any case no later than one (1) month after MediaLab has received such a request. If MediaLab rejects your request, we will indicate in our reply why the request was rejected.

## **Recipients of your personal data**

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

## **Transfer to third countries or international organisations**

It may be necessary, for instance for technical and operational reasons, to transfer your (personal) data to affiliates of MediaLab located outside the European Economic Area. Due to the possibility that the regulations in the area of privacy protection do not offer the same protection as within the European Economic Area, MediaLab will use the EU Model Clauses to protect your privacy as much as possible. If that is not possible,



MediaLab will ask your consent to transfer your (personal) data to countries that do not maintain an adequate protection level. You may withdraw your consent at any time.

## **What are cookies and how does MediaLab use them?**

Cookies are small pieces of (text) information that are sent to your browser when you visit the website of MediaLab and then stored on the hard disk or in the memory of your device. The cookies placed via MediaLab'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. You can find more information about our use of cookies in our Cookie Statement, available from <https://www.medialab.co/legal>.

## **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. The Privacy Statement can be found on <https://www.medialab.co/legal>.

## **Questions, remarks, and complaints**

If you have any questions regarding this Privacy Statement or the way in which MediaLab uses your data, you can send an e-mail to [support@medialab.co](mailto:support@medialab.co). If you have a complaint about the way your data is processed, please send an e-mail to [support@medialab.co](mailto:support@medialab.co). Furthermore, you always have the right to contact the competent national data protection authority. In The Netherlands, this is the Autoriteit Persoonsgegevens.

