

## **Privacy Policy | Rinkel B.V.**

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Personal data is sacred. Rinkel therefore adheres to privacy laws and regulations. This means that your personal and other data is safe with us, and we will always process it properly. This Privacy Policy explains how Rinkel deals with your personal data.

If you have any questions or would like to know exactly what personal data we hold, please contact Rinkel on [+44 \(0\)333 070 4000](tel:+44203330704000) or email us at [support@rinkel.com](mailto:support@rinkel.com).

### **Our services**

By using our service, you entrust certain information to us. This may include personal data. We only store and use the personal data directly provided by you for the service you use, or which has clearly been provided to us for processing purposes. We use the following personal data to provide our services:

- name and address details;
- telephone number(s): both your own and of your contacts/customers;
- billing address;
- email address;
- payment information; and
- IP address.

We need this information to deliver the service you requested (execution of the agreement). We will keep this information for up to 12 months after we stop providing our service to you.

### **Handling of orders**

We use your personal data to properly process any order you place with us. Where applicable, we may then give your personal data to our delivery service to have the order delivered to you. We also obtain information about your payment from your bank or credit card company.

We use the following personal data to handle your order(s):

- payment information;
- name and address details;

- email address;
- telephone number;
- billing address.

We need this information because of the agreement we have with you. We will keep this information until your order is completed and for seven years after that (this being the legal retention period).

### **Statistics and profiling**

We keep statistics on the use of our online service. We use these statistics to improve our online service, for example to only show relevant information. We may combine your personal data to learn more about you. Of course, we will respect your privacy at all times.

We use the following personal data for statistics and profiling:

- telephone number;
- email address;
- IP address;
- name;
- address details.

We do this based on your consent. If you do not want this, you can revoke your consent at any time. We will keep this information for up to 12 months after our service provision ends.

### **Taking out a subscription**

You can take out a subscription in the Apple App Store or the Google Play Store. Your personal data will be used to handle and register your purchases.

We use the following personal data to process your subscription:

- Apple ID; or
- Google account.

We need this information because of the agreement we have with you. We will keep this information until your order is completed and for 12 months after that.

### **Contact form and chat**

The live chat allows you to ask us questions or make requests.

We use the following personal data to keep in contact with you:

- email address;
- IP address.

When you contact us, you agree to our terms and conditions of contact (execution of the agreement). We will keep this information until we are sure that you are satisfied with our response and then for 12 months after that. This will enable us to easily retrieve it if you have any follow-up questions. This also enables us to train our customer service staff to deliver even better service.

## **Direct marketing**

### *Newsletter*

You can sign up to our newsletter for all the latest news, tips and information about our products and services per email. You can unsubscribe at any time. Each newsletter contains an unsubscribe link. Your email address will automatically be added to the list of subscribers if you sign up.

We use the following personal data to send you the newsletter:

- Email address

We do this based on your consent. This information will be stored until you revoke your consent.

### *WhatsApp*

We use WhatsApp to send messages that are relevant to the services we offer. These messages can contain order updates, product recommendations, special offers, and other information that we believe may be of interest to you.

You can sign up to receive messages via WhatsApp by sending a message with the word [START] to our UK [WhatsApp number](#).

To unsubscribe from WhatsApp messages, you can send a message with the word [STOP] to our UK [WhatsApp number](#).

We do this based on your consent. This information will be stored until you revoke your consent.

## **Advertisements**

We would like to send you advertisements about offers and new products or services. We do this:

- by email;
- through social media;
- by telephone.

You can object to these ads at any time by revoking your consent. There is an unsubscribe link in every newsletter.

## **Your account**

Our online service requires you to register first. You must then provide information about yourself and choose a username. We use this information to create an account which you can access using your username and a password of your own choosing. Your personal data will be stored, so you won't have to provide your details each time you log in. It also enables us to contact you more easily when needed for the online service. You can edit information via your account whenever you want.

We use the following personal data for your account:

- name;
- address details;
- telephone number;
- email address;
- IP address;
- billing address;
- payment information.

We need this information because of the agreement we have with you. We will keep this information for 12 months after you have terminated your account.

## **Sharing data with other companies or organizations**

We will in no event share your personal data with other companies or organisations except if this is necessary for our online service or if we are legally required to do so (for example, if the police need the information in connection with a suspected crime).

Some partners are located outside the European Economic Area. Our

website features social media buttons. These are used by the operators of these services to collect your personal data.

Third parties processing personal data on our behalf or yours:

### *Google*

We use the following Google products at Rinkel: Google Analytics to track how visitors use our website. We have entered into a data processing agreement with Google. It contains strict arrangements about what information they are permitted to store. We have not arranged with Google to anonymise the IP addresses.

We also use Google Enhanced Conversions to better measure the effectiveness of our advertising campaigns. We use Google FireBase Authentication to store the data of our users, used in the sign in process. Google FireBase Cloud is a messaging service to send “push” notifications to our users.

Data: IP address, first and last name, email address, phone number, address, password.

### *Facebook (Meta Platforms Ireland Ltd)*

We use Facebook and Instagram to advertise our service(s) to their users. We track whether a Meta user (ID) has decided to visit our website and/or sign up for a (trial) subscription with Rinkel. We have entered into a data processing agreement with Meta, which includes strict agreements on how they can use the data they receive.

Data: Unique identifier to distinguish users, email, phone number, first and last name, city, state, country and ZIP code.

### *Mouseflow (Mouseflow ApS)*

We use Mouseflow to collect statistics on the use of our website(s). We may use this data to optimise our website and service. We have entered into a data processing agreement with Mouseflow. It contains strict arrangements about what information they are permitted to store.

Data: IP address.

### *Intercom (Intercom R&D Unlimited Company)*

We use Intercom to send automated, behaviour-based emails to our customers, to communicate with our customers via chat and email, and to gain insight into our customers' use of our services. We have entered into a data processing agreement with Intercom. It contains strict arrangements about what information they are permitted to store.

Data: IP address, email address, name and address, phone number(s)

*Mailchimp.com (The Rocket Science Group LLC)*

We use Mailchimp to send out emails with product updates and commercial deals to our (potential) clients, who explicitly gave consent during signup. We have entered into a data processing agreement with Mailchimp for this purpose.

Data: name and address, company details, email address, phone number(s)

*ChartMogul.com (ChartMogul GmbH)*

We use ChartMogul to gain insight into our customers' subscriptions and usage data. We have entered into a data processing agreement with ChartMogul for this purpose.

Data: name and address, company details, phone numbers

*Sentry.io (Functional Software Inc.)*

We use Sentry.io to receive error reports that help our product developers improve our services. In some cases, an error report may include personal data. We have entered into a data processing agreement with Sentry to cover that scenario.

Data: phone numbers, name, IP address

*Bugfender (Beenario GmbH)*

We use Bugfender to detect problems in our Android and iOS apps.

Data: device ID, IP address, email address, phone number(s)

*Slack (Slack Technologies Inc.)*

We use Slack for internal business communications. Customer information may be shared in communications between our staff.

Data: IP address, email address, phone number(s)

*OpenAI (OpenAI OpCo, LLC)*

We use the services of OpenAI to provide automated (AI) insights based on the content of phone conversations between end users and counterparties. We have entered into a data processing agreement with OpenAI, which includes strict agreements on how they can use the data they receive.

Data: Phone conversation content (transcription), Company name,

Employee name (user)

*Rev (Rev.com, inc.)*

We use the services of Rev to convert phone calls (audio) into transcriptions (text). We have entered into a data processing agreement with Rev, which includes strict agreements on how they can use the data they receive.

Data: Username, Company name, Street name, and City

*LinkedIn (Microsoft Corporation)*

We use LinkedIn to advertise our service(s) to their users. We track whether a LinkedIn user (ID) has decided to visit our website and/or sign up for a (trial) subscription with Rinkel. We have entered into a data processing agreement with LinkedIn, which includes strict agreements on how they can use the data they receive.

Data: Unique identifier to distinguish users

*HubSpot (HubSpot, Inc.)*

We use HubSpot to send automated, behaviour-based communication (such as emails) to leads upon explicit consent from the user. We have entered into a data processing agreement with HubSpot, which includes strict agreements on how they can use the data they receive.

Data: Unique identifier to distinguish users, IP address, Email address, Name, address, and phone numbers

*Cloudflare (Cloudflare, Inc.)*

We use Cloudflare to protect all of our websites to ensure security is guaranteed and you can safely browse our domains. We have entered into a data processing agreement with Cloudflare, which includes strict agreements on how they can use the data they receive.

Data: IP address, log data

*VWO (Wingify PLC)*

We use VWO (Virtual Website Optimizer) to optimise and A/B test our website pages and collect statistics on the performance of these tests. We have entered into a data processing agreement with VWO, which includes strict agreements on how they can use the data they receive.

Data: Unique identifier to distinguish users, IP address, city, state, country

*Trustpilot (TrustPilot Group PLC)*

We use Trustpilot to send automated reviews to our customers, with the goal of collecting and sharing our customers' experiences with our services. To make this process efficient and secure, we have entered into a data processing agreement with Trustpilot. This agreement contains strict arrangements about what they can record and how they manage the collected data.

Data: Email address, First name

*Appcues (Appcues, Inc.)*

We use Appcues to communicate with our customers within our products, and to gain insight into our customers' use of our services. We have entered into a data processing agreement with Appcues. It contains strict arrangements about what information they are permitted to store.

Data: IP address, email address, name and address, phone number(s)

*Mixpanel (Mixpanel, Inc.)*

We use Mixpanel to gain insight into our customers' use of our services. We have entered into a data processing agreement with Appcues. It contains strict arrangements about what information they are permitted to store.

Data: IP address, email address, name and address, phone number(s)

*Canny (Canny LTD)*

We use Canny to track feedback from users on our web environment and to keep them informed about updates (such as release notes). We have entered into a data processing agreement with Canny, which includes strict guidelines about what data they are permitted to store.

Data: name, IP address, device data, usage data, data analytics.

*Apple (Apple, Inc.)*

We use the Apple App Store to process subscriptions for users of Apple devices. We have entered into a processing agreement with Apple. The Apple terms and conditions apply to all transactions made via the App Store.

Data: Apple ID.

*Google (Google, LLC)*

We use the Google Play Store to process subscriptions to users of Android devices. We have entered into a processing agreement with Google. The Google terms and conditions apply to all transactions made via the Play Store.



Data: Google account.

*SolarWinds (SolarWinds Software LTD)*

Our emails are checked for content and sender by SolarWinds. This is done via an automated process to assess whether an email sent to Rinkel should be marked as spam or as undesirable. We have entered into a data processing agreement with SolarWinds. It contains strict arrangements about what information they are permitted to store.

Data: IP address, email address, sender's name

*Microsoft (Microsoft Corporation)*

We use Microsoft Office 365 for our email correspondence. We have entered into a data processing agreement with Microsoft. It contains strict arrangements about what information they are permitted to store.

Data: IP address, email address, first name, surname, sender's name

*Appsflyer*

We use Appsflyer to track user acquisition and analyze the effectiveness of our advertising campaigns. This allows us to identify users who viewed our advertisements and later subscribed to our services via the app stores. We have entered into a data processing agreement with Appsflyer, which includes strict guidelines on the information they are permitted to process.

Data: Device information, Advertising ID's, IP Address, Location data, App usage data and Referral data

## **Cookies**

Our online service uses cookies. Cookies are small files in which we can store information to save you from having to provide your details every time you log in. But they also allow us to see that you are visiting us again. When you visit our online service for the first time, we display a message explaining cookies. We will ask you to accept them.

You can disable the use of cookies via your browser, but please note that this will restrict the operation of some elements of our online service.

We have entered into agreements with other companies that place cookies (see next section) about their use of those cookies. We have no control over or responsibility for the cookies placed by third parties. However, you are free to accept those cookies, at different levels.

We use the following types of cookies:

- **Functional cookies:** these cookies have a functional role within the website. The cookies ensure that the website functions properly.
- **Analytical cookies:** these cookies give us insight into how our website is used. Based on this information, we can make our website more user-friendly.
- **Marketing cookies:** these cookies make it possible to show you personalised advertisements (via our advertising partners).

The cookies may collect the following data from you, among others:

- Name
- Login information
- Screen display options
- IP address
- Cookie ID
- Website and click behaviour
- Referrer URL
- Behaviour within the application

On your first visit to our website, we will display a message explaining how cookies are used. We will ask for your consent for the use of cookies to the extent we are required to do so.

The list of the cookies we use is shown in the overview below.

Cookie, entity	Type:	Purpose:	Retention period:
<b>Google Analytics</b>  <b>Google LLC, United States</b>  <a href="#">Privacy policy</a>	Analytical	To track how visitors use our website. We have entered into a data processing agreement with Google. It contains strict arrangements about what information they are permitted to store.	Maximum 2 years
<b>Google Enhanced Conversions</b>  <b>Google LLC, United States</b>  <a href="#">Privacy policy</a>	Marketing	To measure the effectiveness of our advertising campaigns.	Maximum 2 years
<b>Google FireBase Authentication</b>	Functional	To store the data of our users used in the sign in process.	Maximum 2 years

<b>Google LLC, United States</b>  <a href="#">Privacy policy</a>			
<b>Google FireBase Cloud</b>  <b>Google LLC, United States</b>  <a href="#">Privacy policy</a>	Marketing	To send “push” notifications to our users.	Maximum 2 years
<b>Meta</b>  <b>Meta Platforms, Inc.</b>  <a href="#">Privacy policy</a>	Marketing	We use Facebook and Instagram to advertise our service(s) to their users. We track whether a Meta user (ID) has decided to visit our website and/or sign up for a (trial) subscription with Rinkel. We have entered into a data processing agreement with Meta, which includes strict agreements on how they can use the data they receive.	Maximum 3 months

## Security

Personal data security is of great importance to us. To protect your privacy, we have taken the following measures:

- Access to personal data is protected by a username and password.
- Access to personal data is protected by a username and login token.
- Once obtained, the data is stored in a separate, secure system.
- We have put in place physical measures such as locks and safes to protect access to the systems that store personal data.
- We use secure connections (TLS) that shield all information between you and our website when you enter personal data.
- We keep logs of all retrievals of personal data.

## Amendments to this privacy policy

When we make changes to our online service, we will also amend this Privacy Policy. So always look at the date and check regularly for new versions. We will do our best to announce changes separately as well.

### **Access to and rectification or deletion of your data**

If you have any questions or want to know what personal data we hold about you, please feel free to contact us. You can find our contact details below. You have the following rights:

- receive an explanation of what personal data we have and what we do with it
- access to the exact personal data that we have
- have errors rectified
- have any outdated personal data deleted
- withdraw your consent
- object to any particular use

Please always state clearly who you are so we can be sure we are not editing or deleting someone else's data. We will comply with your request within 30 days of receiving your notice. This term can be lengthened based on the extent or complexity of the request. In case the time to comply with your request needs to be extended, we will let you know in due time. You can send your request to [support@rinkel.nl](mailto:support@rinkel.nl) .

### **Filing a complaint**

If you feel that we are somehow not taking your privacy into account, you have the right to file a complaint with the supervisory authority. In the Netherlands, that's the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

Of course, we are always open to feedback and are happy to think along with you so as to ensure your privacy as effectively as possible. Feel free to reach out to us first!

### **Contact details**

Rinkel B.V.  
Weena 505  
NL-3013 AL Rotterdam  
The Netherlands  
[info@rinkel.com](mailto:info@rinkel.com)  
+31 85 060 9000