



## Privacy Policy- BossData

BossData acknowledges the importance of the protection of the privacy of your personal data in accordance with the General Data Protection Regulation (further: GDPR). Within our company there are strict rules and regulations on how to handle personal information with care.

BossData strives for transparency and wants to clearly inform every party on how we handle your personal data. On the other hand we also want you to feel secure that all the processes are in accordance with the GDPR.

### 1. Definitions

**Personal data:** means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

**Processing:** means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

**Controller:** means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law;

**Processor:** means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller;



## 2. Who is responsible for the processing of your personal data?

The Belgian company BossData (BE 0839.859.652), Broederminstraat 9 2018 Antwerpen, is the processor of your personal data and the cookies. Companies which may be affiliated with BossData may also process your personal information or the cookies but only in accordance with BossData's instructions.

## 3. Categories of data processed, purpose and legal foundation for processing

### 3.1. General

The processing of your personal data is necessary for the following purposes:

- Identification of clients
- Identification of visitors of our website
- Correct administration of your file

BossData is a digital marketing consultancy company. Our main activity is helping clients improve their online presence, reach their target audience and achieve their marketing goals through a range of digital marketing strategies and tactics.

### 3.2. Potential clients and clients

#### 3.2.1. Purpose and type of personal data

When we come into contact with a potential client we collect the name of a contact person, on the other hand we also have their phone number or email address. This information is also processed so that we can communicate and negotiate with the potential client during the process. It is also a possibility that the address of the potential client is collected for physical meetings between our sales representatives and the potential client. The collected information



is saved on a tool called *Pipedrive* which is only accessible for particular employees of BossData.

When a potential client becomes a client we also need the previous mentioned data for the contract. This data is also saved in our protected *Google Drive* which is only accessible for particular employees of BossData.

For the preparation of the invoices we use the tool *Teamleader*. In the tool there is also a database available of our clients. The personal data which is collected within the database is a professional email address of the client and the address of the registered headquarters.

The following details are being collected for the identification of potential clients and clients:

- Identification details: name, contact details, address...
- Financial information: bank account details, payments...

### 3.2.2. Legal foundation

In conformity with article 6.1 (b) of the GDPR: performance of a contract.

### 3.2.3. How long is the data being kept?

The information of potential clients is being kept as long as would be necessary without exceeding the period of five years.

The information of clients is being kept during the ongoing relationship between the client and BossData. After the termination of the relationship between the client and BossData the personal data of the former client will not be kept longer than the period of five years.

## 3.3. Website visitors

### 3.3.1. Purpose and type of personal data

When you visit our website you will get a pop-up where you can enter your e-mail address which can only be used for email marketing purposes. We only collect the email address which



is saved in a tool called *Active Campaign*. There is the possibility to unsubscribe from the emails. In general the following data is being collected:

- Identification details: email address
- Electronic identification details: IP-addresses, cookies...

### 3.3.2. Legal foundation

In conformity with article 6.1 (a) of the GDPR: consent of the party.

### 3.3.3. How long is the data being kept?

The email address is being kept as long as the website visitor is subscribed to the newsletter. After unsubscribing the email address is immediately deleted from the database.

## 3.4. Vendors

### 3.4.1. Purpose and type of personal data

The name of the company of the vendor together with the address, payment information and contact details are being collected. The information is saved in our protected *Google Drive* which is only accessible for particular employees of BossData.

The following details are being collected for the identification of vendors:

- Identification details: name, contact details, address...
- Financial information: bank account details, payments...

### 3.4.2. Legal foundation

In conformity with article 6.1 (b) of the GDPR: performance of a contract.



### 3.4.3. How long is the data being kept?

The personal data of the vendors is being kept as long as there is a relationship between the vendor and BossData. After the termination of the relationship the personal data is being kept for a period no longer than five years.

## 3.5. Applicants

### 3.5.1. Purpose and type of personal data

When you apply for a job within BossData there is several information which will be collected for the purposes of your job application:

- Identification details: name, contact details, address...
- Personal features: age, gender, birth date, birth place, nationality...
- Education
- Previous work experience

We gather this information throughout our website where you can fill in a contact form. On the other hand there is also the possibility to apply via LinkedIn. This information is only collected with the strict consensus of the applicant.

This information is saved in our protected *Google Drive* which is only accessible for particular employees of BossData.

### 3.5.2. Legal foundation

In conformity with article 6.1 (a) of the GDPR: consent of the party.

### 3.5.3. How long is the data being kept?

The personal data of applicants for a job within BossData is being kept for a period which will not exceed more than five years.



## 4. Is your personal data shared with others?

BossData may share your personal data with affiliated companies. These companies only process the information in accordance with the instructions given by BossData.

In the situation of [3.5](#), where the personal data of an applicant is being shared with BossData, Bossdata doesn't sell nor shares this information with third parties. BossData can however be obliged to share such information with third parties such as judicial and administrative authorities in conformity with the applicable laws.

## 5. Is your personal data shared outside of the EEA?

Your personal data can be shared outside of the EEA in the following circumstances:

- To comply with a legal obligation
- To perform a contract
- With explicit consent
- To protect vital interests
- For legitimate interests

All in accordance with article 49 (1) of the GDPR.

## 6. Which protection measurements do we take?

We take sufficient measurements in securing the safety, integrity and availability of your data, taking into account the current techniques, scope and context of the processing proposes and the type of personal data.

BossData takes physical, administrative, organizational and technical security measurements to protect your personal data against loss, unauthorized access, unauthorized use and unauthorized revealing.



The processors of BossData are contractually obligated to process in accordance with these safety measures.

## 7. Which rights do you have?

There are several rights you could invoke against BossData if necessary and applicable. We will mention a few of the most important rights below. If you want a more clear overview of all the rights we would like to refer to the General Data Protection Regulation.

**Right of access/ extract from registers:** you have the right to know whether or not BossData is processing data about you. You also have the right to access any information which may contain information about yourself. You will receive a copy, as far as this is legally admissible, of the personal data which is kept.

**Right to rectification:** you have the right to ask for a rectification of inaccurate personal data.

**Right to erasure:** you have the right to be forgotten this may imply a total deletion of your personal data.

**Right to object:** you have the right to object if you disagree with the processing of your personal data within BossData.

**Right to restriction of processing:** you have the right to restrict the processing of your personal data under certain circumstances.

## 8. How to invoke your rights?

You can always contact us if you wish to invoke any of the rights which are mentioned in the GDPR. It is designed to be as specific as possible so BossData could take care of your request as correctly as possible.



**BossData**

## 9. How to contact us or file a complaint?

If you have a question, a remark or would like to file a complaint against BossData you have a few options to do so. You can always contact us via [this contact form](#). You also have the possibility to contact us via [hello@bossdata.be](mailto:hello@bossdata.be). Our data protection officer will handle the question, remark or complaint with care.

On the other hand you are able to contact the authorities for data protection in Belgium. [Here](#) you can find several options to contact the authorities.