

# PRIVACY STATEMENT

## MOBILEMARKETRESEARCH

Version: 1.1

Through our website and online services we process privacy-sensitive or personal data. We, MobileMarketResearch, consider the careful handling of personal data of the utmost importance. For this reason, we observe due care in the processing and protection of personal data.

During the processing we adhere to the requirements of the Dutch Data Protection Act (DDPA). This means we:

- **clearly specify our purposes** before we process personal data, by using this privacy statement;
- **limit our collection of personal data** to only the personal data needed for legitimate purposes;
- first **ask for explicit permission** to process your personal data in cases where your permission is required;
- take **appropriate security measures** to protect your personal data and we demand the same from parties who process personal data on our behalf;
- respect your right to **view, correct or delete** your personal data held by us.

In this privacy statement, we will explain which personal data we collect and for which purposes. We recommend that you read it carefully.

This privacy statement was last amended **March 2017**.

### Use of Personal Data

By using our website and online services, it may be necessary that you provide certain data to us. This could be personal data. We only save and use personal data provided directly by you or data of which it was clear at the moment of submission that they would be processed by us. We will not use your personal data for other purposes, unless you have given your prior permission thereto.

We use the following data for the purposes as explained in this privacy statement:

- name and address;
- Google Account (when used to access our services);
- billing address;
- mobile device data;
- email address.

### Purposes of processing

We process your personal data in general for the following purposes:

- registering for and granting access to our services;
- making use of the functionalities on the website and/or our apps;
- analyzing statistics and optimizing the website and/or our apps;
- improving our apps and/or fixing bugs;
- issuing invoices.

### Registration

Certain features of our services require you to register beforehand. After your registration, we will retain your user name and the personal data provided by you. We will retain this data so that you do not have to re-enter it every time you make use of our services, to contact you in connection with the provision of our services, for billing purposes, and to provide an overview of the products and services you have purchased from us.

We will not provide the data linked to your user name to third parties, unless it is necessary for the provision of the services or if this is required by law. In the event of suspicion of fraud or misuse of our website, we may hand over personal data to the competent authorities.

In order to get access to the platform (for organizations only), you need to have a Google Account. Google only shares your email address with us. Our portal gives you access to a management environment where you can change and save your settings. The online portal can be accessed using your Google Account.

### **Contact Form**

By filling out a contact form on the website, you provide us with your personal data. To fully answer and correctly handle your request, the data will be saved for as long as necessary to answer or address your request. By filling out the contact form, we ask you to provide the following data:

- your name;
- your email address;

The above details are used to contact you and handle your request and/or suggestion.

### **Third parties**

This privacy statement is not applicable to services provided by third parties. These third parties include, amongst others, the organizations that use our online services for their own (business) purposes. For instance, by using the service MyInsights, organizations may ask for your opinion and request you to submit certain types of data (e.g. digital content such as texts, photos, videos or audio fragments and GPS data). This data is used for the purposes as specified in the privacy statement of the respective third party. As a result, we cannot guarantee that third parties will handle your personal data in a secure and careful manner. We recommend you read their privacy statements to be duly informed of what they do with your (personal) data.

### **Cookies and other technologies**

When you make use of our website, we may use both session cookies and persistent cookies to better understand how you interact with the website and our services, to monitor aggregate usage by our users and to improve the website and our services.

A session cookie facilitates certain features of the website and is deleted from your device when you disconnect from or leave the website. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to our websites. Persistent cookies help our websites to recall specific information on subsequent visits. Persistent cookies can be removed by following your web browser help file directions.

We also use third party tracking cookies, such as Google Analytics. Google Analytics is used to get a better understanding of how our users interact with the website. We don't see how an individual user uses our website, but how all of our users use the website (aggregate level). For example, we may see which parts of our websites

are the most or the least popular. This gives us a better understanding as to how we might improve the website.

Google may transfer this information to third parties if law requires this, or where such third parties process the information on Google's behalf. We have no influence over the processing of personal data by Google. Please read the privacy statement of [Google](#) (which may change periodically) to read what they do with your (personal) data via these cookies.

You are free to disable cookies via your browser. Keep in mind that disabling cookies may affect your browsing experience, diminish efficiency in accessing certain parts of the website and erase preferences for future visits to the website.

In order to measure the use and performance of our apps, we make use of Firebase Analytics. Firebase Analytics is a service provided by Google. The use of our apps are analyzed by using identifiers for mobile devices and similar technologies. In particular, we use Firebase Crash Reporting to automatically collect crash reports in an anonymous form. To learn more about how this data is collected and processed, read the privacy policy of Firebase [here](#).

When using our apps, certain mobile device data (such as system activity, crash reports, hardware settings, device type, etc.) will be automatically saved in the log files of our secure servers. This is necessary to enable us to sufficiently manage and maintain the server and in order to manage and solve any issues in respect of our apps.

## **Security**

The security of your data and that of other users is very important to us. We have implemented technical and organizational measures to protect your personal data against loss or any form of unlawful processing. In particular, we implemented the following measures:

- access to personal data requires the use of a user name and password;
- we make use of secure connections (Secure Sockets Layer of SSL) to encrypt all information between you and our website when entering your personal data;
- we keep logs of all requests for personal data.

## **Changes to this privacy statement**

We reserve the right to modify this statement. Changes will be published on this website and old versions are available upon request. It is recommended to consult this statement regularly, so that you remain informed of any changes.

## **Right to view, correct and delete personal data**

If you have provided personal data to us through any of our websites, you may send us a request to view, modify or delete your personal data. For any such inquiries, please use the below contact details. To prevent abuse, we may ask you to provide proof of identity. For any inquiries in relation to data processed via the apps, we kindly request you to send your inquiry to the organization that has created the specific project.

## **Contact details**

If you have any questions regarding our privacy statement, you can contact us at any time by filling out the contact form available on our website, by sending an

email to [info@mobilemarketresearch.com](mailto:info@mobilemarketresearch.com).

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