

PRIVACY STATEMENT INLINE LEADERSHIP B.V.

Inline Leadership B.V. processes personal data as reflected in this privacy statement. On this page you can read what happens to your data.

Inline Leadership B.V.
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support@inlineleadership.com

This statement applies to the website lindalex.nl and all subdomains, but not to websites that are linked to. If you have any questions about this privacy statement, please send an email.

Use of your personal data

On the website lindalex.nl and when using services and products of Inline Leadership B.V. you leave (personal) data behind. Inline Leadership only asks for the most necessary data. Your e-mail address is needed to send you an e-book or invitation to an online training; your first name is used to personalize e-mails.

Personal data

Which personal data Inline Leadership B.V. processes, depends on the functions you use on the website (think of responding to and sharing articles, e-book requests) and the products / services you purchase:

- first name
- last name
- email address
- phone number
- address details
- company name
- vat number
- bank account number
- login details
- technical data such as MAC address and identifiers in cookies
- data about your activities on our website
- personal information that you voluntarily share in a reaction to a blog article, via the contact form or another form

Purposes

Inline Leadership B.V. processes this data for one or more of the following purposes:

- so that you can use all the features on the website
- to call or email you when necessary to provide a service, to give you access to the online community or to answer questions
- to notify you about changes to our products and services
- for marketing purposes, as permitted by law (and each email contains an unsubscribe link)
- to analyze your behavior on the website in order to optimize the website
- to match the offer to your preferences

Inline Leadership B.V. is also bound by legal, administrative obligations and e.g. needs certain data for tax purposes.

Website visitors under 16 years of age

Inline Leadership B.V. does not intend to collect data from website visitors under the age of 16. However, it is not possible to verify the age of visitors. If Inline Leadership B.V. unintentionally possesses data about your child, please contact us to have this information removed.

Retention period

Inline Leadership B.V. does not keep your personal data longer than strictly necessary. If you unsubscribe from the mailing list, your data will remain in the system for a maximum of 1 month. Website data are accessible for a maximum of 24 months, but cannot be traced back to you because these data are stored anonymously. For administration, the legal retention period of 7 years applies.

Sharing personal data with third parties

Inline Leadership B.V. does not sell your data to third parties. However, the company does provide data to external parties as necessary for the delivery of products or services and to comply with legal obligations. Example: Inline Leadership uses an external party to handle payments, its team handles inquiries from (potential) clients, and your data is stored in an email marketing system. When providing your data to an external party, Inline Leadership B.V. records in a processing agreement that your data may not be used for other purposes and is deleted as soon as it is no longer needed. In this way, Inline Leadership B.V. ensures the same level of security and confidentiality of your data with external parties.

Note: Inline Leadership B.V. occasionally sends you an interesting offer from a carefully selected external party. Such an e-mail comes from Inline Leadership; the external provider has no access to your data.

Marketing or tracking cookies

Marketing cookies, also known as tracking cookies, track your browsing habits so that we can provide tailored content and advertising.

Mailblue

Inline Leadership B.V. uses Mailblue for sending emails. For example, if you request an e-book, your data ends up with this third party.

Mailblue keeps track of which pages people visit on the website. They also work with so-called tags, e.g. "has followed webinar x". This makes it possible to send e-mails to a specific part of the mailing list.

Social media

The Facebook pixel keeps track of which Facebook visitors visit lindalex.nl. Based on that it is possible to create ads, among other things, specifically for the people who have visited a certain page.

You can easily share posts from lindalex.nl. Social share buttons work with cookies. Inline Leadership B.V. has no access to the data that social media collect. Want to know how they handle data, check the privacy policy of Facebook | Twitter | LinkedIn | Google+ | Instagram.

View, modify or delete data

If you receive the newsletter, you can always unsubscribe with one click. If you want to change your data or unsubscribe in the meantime, please send an e-mail. Data that are subject to a legal retention period cannot be removed. You can send a request for inspection, correction, deletion, data transfer, request for withdrawal of your permission or objection to the processing of your personal data to support@ilineleadership.com.

Security

With up-to-date security measures, Inline Leadership B.V. limits the risk of misuse of your data. Think of loss of your data (data breach) and unsolicited changes. Only the necessary people have access to the data. This access is well protected.

The website has an SSL certificate, recognizable by the green lock in the address bar: data you provide are sent via an encrypted connection.

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Cookies and profiling

A cookie is a small information file that is stored in the browser of your computer, tablet or smartphone when you first visit a website. Inline Leadership B.V. uses functional, analytical and marketing cookies.

By combining your data - manually or using cookies - Inline Leadership can send you more targeted content and better match your interests, prior knowledge and products you have already purchased.

During your first visit to lindalex.nl you were informed about the cookies Inline Leadership B.V. uses and you did/do not give permission to place marketing cookies. That consent is stored with a cookie, so you do not get a cookie notification every time you visit.

You can always change or withdraw your consent on the cookie page. On that page is also the full overview of the cookies that Inline Leadership B.V. uses. Here just a brief explanation.

Functional or technical cookies

Functional (technical) cookies ensure that the website works properly on all devices and in all browsers. These cookies do not store any personal data. The cookie that stores your cookie consent also falls into this category.

Analytical cookies

Services such as Google Analytics use analytical cookies. This allows Inline Leadership B.V. to see how visitors use the website, what popular pages are, and through which channel people arrive at the website.

Google Analytics uses the IP addresses of website visitors for statistics. In theory, it is possible to find out more information about someone based on a full IP address, even though this is not allowed.

Do you have a complaint?

If you feel that your data is not properly secured or there are indications of abuse, please contact us. This also applies to questions or complaints about the processing of your personal data by Inline Leadership B.V.

Should we not be able to work it out together, you have the right to lodge a complaint with the Authority for Personal Data under privacy legislation.