

Privacy and Cookie Statement AE Connected

15 March 2023

AE connected values your privacy. We therefore comply with the relevant laws and regulations on privacy, including the General Data Protection Regulation (hereinafter referred to as: GDPR)

This means that we:

- **Clearly state our purpose**, before we process any personal data, through this privacy statement;
- **Aim to store as little data as possible**, and only the data that is absolutely necessary to conduct our business;
- **Request explicit permission** for processing your personal data, if obtaining permission is required;
- **Take all necessary security measures** to protect your personal data. We also impose these obligations to parties that process personal data on our behalf.;
- **Respect your rights**, such as the right to inspect, correct or delete your personal data processed by us.

Your data is secure with us and we'll ensure that we treat your personal data with great care. In this privacy statement we intend to explain how we treat and use any personal data obtained at the AE Connected Website.

If you have any inquiries regarding the personal data we store or may have stored on your behalf, please contact AE Connected.

Regarding our newsletters

We have a newsletter, and you will only be added to the list of subscribers with your explicit permission. In this newsletter you can read news, tips and information about our products and services. For this we use your:

- Name and address;
- E-mail.

We do this on the basis of your consent. We hold on to this information until you cancel your subscription.

We only send out our newsletter when we feel we have something of added value to offer you, likely with an interval of every 3 to 6 months. The contents of the newsletter include the following:

- New products and/or services;
- Customer stories;
- Updates regarding products, services, and the company.

You can cancel your opt-in to the newsletter at any time. Every newsletter contains a link to cancel your subscription.

Contact form

Through our contact form you can ask us any questions or make requests. To offer you this service, we use your:

- Name and address;
- Phone number;
- E-mail.

We hold on to this information, until we are sure you are satisfied with our response and six months thereafter. This way we can easily access the information in case of follow-up questions. We also use these communications to improve our customer services department.

Statistics and profiling

We collect data for the analytics of our website. We use these statistics to improve our website and provide you with relevant information. We may combine your personal data to learn more about you. Of course, we will respect your privacy at all times. Feel free to reach out to us if you have any objections. For this we use your:

- Name and address;
- Gender;
- IP address.

We do this based on your consent. We store said information for the duration of one year.

Advertisement

We would like to send you advertising about offers, new products or new services. We do this through:

- E-mail;
- Social media.

You can opt-out from our ads at any time. Each e-mail contains a link to unsubscribe. You can block us or use the unsubscribe option available to you.

Location data

Sometimes it is necessary for our website AE Connected to use your geographical location. In such cases we always request your explicit consent, and we can only obtain this information if said consent is provided by you.

For this service we use the navigation and location software on your phone, tablet, or computer. We don't have any control over what the producers of the software (such as Google or Apple) do with your location data. Always make sure to read their privacy statements before using such services.

Providing personal data to other companies or institutions

With the exception of parties that are necessary to provide the services mentioned above, we never share your personal data with other companies or institutions under any circumstances, except if we are legally obliged to do so (for example, if the police suspect criminal activity).

Statistics

We keep track of analytics about the usage of our website.

On our website, we've included social media buttons. Through these, the administrators of these services can collect your personal data.

Cookies

Our website uses cookies. Cookies are tiny files, in which we can store information, so that you won't have to provide said info every time you visit our pages. It also allows us to see if you are a returning visitor.

Through your browser settings, you can switch off the use of cookies. However, this may lead to us being unable to provide you with the full website experience.

We have made agreements with other companies that place cookies. However, we do not have full control over what they themselves do with these cookies. Which is why we recommend to also read their privacy statements.

Google Analytics

We use Google Analytics to learn more about how our users navigate our website. We have established a processing agreement with Google, which consists of strict agreements on how they are allowed to process which data. We do not let Google anonymize IP addresses.

Security

The security of your personal data is of great importance to us. We will always ensure that your data is safe with us. We constantly evaluate and improve security measures taken and keep an eye out for any risks.

Changes to our privacy statement

When our website undergoes any changes, we must of course also adjust this privacy statement. So always pay attention to the date at the top of this statement and regularly keep an eye out for any updates. We do our best to communicate any significant changes to you.

Your rights

If you have any questions regarding the personal data we process, please feel free to reach out to us through the contact details below.

Your rights are as follows:

- Get an explanation about the personal data we process and what we do with it;
- Access the personal data we've collected from you;
- Correcting any errors;

- Deleting any obsolete personal data;
- Having personal data transferred to another party;
- Withdrawal of consent;
- Restrict processing of your personal data;
- Object to usage of your personal data.

With any requests, please always clearly state your identity, to prevent the editing or loss of data of other individuals.

We aim to adhere to your requests within a month. This term can be extended due to reasons that have to do with the rights of anyone involved or the complexity of your request. In case of such an extension, we aim to inform you as timely as possible.

Complaints

If you would like to file a complaint about our usage of your personal data, please send an e-mail to sales@aeconnected.eu. We pick up every complaint internally and will reach out to you to further handle this.

If you however feel that our assistance regarding said matter is inadequate, then it is within your rights to file a complaint with the 'Autoriteit Persoonsgegevens'.

Contact details

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