

EQUINE Online

Privacy-& cookie statement

Hi, I am Mariska Moerman from Equine Online. I am responsible for the processing of your (personal) data as shown in this privacy & cookie statement (*hereinafter: Statement*).

Equine Online is located in Gouda at Middenmolenlaan 48 (2807 DM) and registered in the Dutch Chamber of Commerce with number **823 136 87**.

This Statement describes which (personal) data I collect from you on i.e. my websites (www.equineonline.nl and www.equineonline.academy), for what goal I use your (personal) data and under what conditions these (personal) data may possibly be shared with third parties. In this Statement I also explain how your (personal) data is stored, how your (personal) data is protected against misuse, what kind of rights you have with regard to the (personal) data you provide to me and how you can file a complaint with the *Dutch Data Protection Authority* ([Autoriteit Persoonsgegevens](http://AutoriteitPersoonsgegevens)).

If you have any questions about this Statement, please feel free to contact me via info@equionline.nl and I will respond to your email as soon as possible, but in no event later than *21 working days*.

I take great care with the (personal) information I receive from you and with what I collect or have collected for the use of my services. I will never make your (personal) data available to third parties for commercial purposes. And if this would be the case, I will always ask for your explicit permission.

You are never obliged to provide me with your (personal) data. I will do everything I can to limit the processing of (personal) data as much as possible. However, if this cannot (*reasonably*) be expected of me, your refusal to provide (personal) data to me may result that our legal relationship cannot continue or be established. I only process your (personal) data because you are my client, you use my services and/or because you (*have*) provided this (personal) data to me.

I do not process personal data like *i.e. gender, race or religion*. This overview below, shows the (personal) data that I do process (*in some cases*):

- First and last name (*i.e. on quote or invoice or when you create an account on my website*);
- Address details (*i.e. on quote or invoice*);
- Date of birth (*it is important for me to know that you are 18 years or older*);
- Phone number (*you are not obliged to provide*);
- E-mail address (*for the execution of our agreement*);
- Financial data (*for administration and for the payment provider Mollie*);
- VAT number (*i.e. for the reverse charge of VAT*);
- Chamber of Commerce number;
- Social media account name;
- Photo (*i.e. to post on my social media account*);
- Information provided by you (*i.e. by filling in the contact form on my website, in correspondence and/or by phone*).

The way I collect (personal) data

I collect your (personal) data if it is **provided by you**, for example by filling in the contact form on my website or if you contact me in any other way.

I process your (personal) data because **you gave permission** to do so. If I process (personal) data on the basis of your permission, you can always withdraw that permission if you contact me via info@equineonline.nl.

I process (personal) data because it is **necessary** or because you have concluded an **agreement** with me or because I have a **legal obligation** to do so. Because in some cases, I may be required by law to share your data in connection with government,- tax,- or criminal investigations. In such case, I am forced to share your (personal) data. Please note that I will always oppose this within the possibilities the law offers me.

I only use your data for (direct) marketing if I have your explicit permission to do so. For example if you have signed up to download my **e-book**. If you share information with me and I use this information to - other than at your request - contact you at a later time, I will always ask for your explicit permission.

Not personal data

Some data is automatically collected by my website (*i.e. IP address, web browser and operating system*) and is only processed for the purpose of further improving my services. Such data are not personal data.

I process your personal data for (one of) the following purposes:

- To be able to handle your payment;
- To be able to send you my e-book;
- To be able to contact you if this is necessary for me to perform my service;
- To inform you about changes to my services;
- To be able to grant you access to my Online Academy and the associated services;

I process your (personal) data when you post a comment on one of my **social media accounts**.

I will not send you a newsletter, but you will be on my mailing list if you have registered to i.e. receive my e-book or guide and/or to attend my webinar (*so you have given your explicit permission to receive my emails*). I will process your name and e-mail address to send you the e-mail. Every email contains an unsubscribe link.

I like to post a nice **review** on my website or social media account. Before I do that, I will always ask for your permission. For this I process your name, photo your trade name and assessment. This review will be on my site indefinitely, until you indicate that you want to remove the review.

How long do I keep your (personal) data?

Your (personal) data will only be used for the purposes as described in this Statement. As soon as that (personal) data is no longer necessary for the purpose for which it was collected, it is prohibited by law to keep it any longer.

I do not store your (personal) data any longer than strictly necessary, or after a possible limitation period if required by law (*at least 7 years for administration purposes after our last contact*).

Sharing your (personal) data with third parties

I do not sell your data to third parties. I will only provide your (personal) data if this is necessary for the execution of our agreement or to comply with a legal obligation (*i.e. tax authorities*).

I conclude a processing agreement with companies that process your data on my behalf to ensure the same level of security and confidentiality of your (personal) data. However, I always remain responsible for the processing carried out by them.

I will not transfer your data to countries outside the EU. However, if this is necessary I will only transfer data to countries that guarantee an adequate level of protection (*EU-US Privacy Shield*).

My website www.equineonline.nl contains social media buttons from Facebook and Instagram and possible other links to third-party websites. The privacy policy of the specific platform applies to that link and not to this Statement. Meaning I cannot guarantee that these third parties handle your data in a secure manner. Please feel free to read how Facebook and Instagram deal with your privacy: [Instagram](#) & [Facebook](#).

View, adjust, delete or transfer (Personal) data

With regard to your (personal) data, you always have the right *to view, to correct or to delete* your (personal) data. In addition, you may withdraw any previously given consent for the processing of your (personal) data by me and you may object to the processing of your (personal) data by me.

You also have the right to *data portability*. Meaning that you can submit a request to me via info@equineonline.nl to send your (personal) data in a computer file to you or another organization designated by you. I will respond to your request as soon as possible and in no event later than 21 *working* days.

How I protect your (personal) data

I have taken appropriate measures to prevent your (personal) data from being misused, lost, accessible to an unauthorized person, from being made public without permission and of course to prevent unauthorized changes to your (personal) data.

If you feel that your (personal) data is not properly secured by me or if you notice indications of misuse of your (personal) data, please let me know via info@equineonline.nl as soon as possible. I will investigate your message and I will respond to it as soon as possible, in no event later than 21 *working* days.

Do you have a complaint?

If you have a complaint about the processing of your personal data by me, you always have the right to submit a complaint to the Dutch Data Protection Authority ([Autoriteit Persoonsgegevens](#)). You can submit a complaint by [filling in the form](#) on their website.

Cookies

I also think it is important that you know that I use cookies I use functional, analytical, tracking & social media related cookies on my websites and that you know for what purposes those cookies are used.

Placing and using cookies is safe. No personal data can be traced. Please note that your phone number and/or your e-mail address will always remain unknown to me. Your privacy and the user-friendliness of my websites are monitored by me. I ensure this is guaranteed.

Cookies are small text files, placed on the hard drive or in the memory of your (*i.e.*) phone, computer, laptop, tablet or any other device with which you view my websites during your visit.

Cookies do not contain viruses and they cannot damage the device you visit my websites with. When you come back to my websites at a later time, your information (*stored in the cookies*) is recognized: cookies only register that you view my websites again.

So, cookies are placed to increase your ease of use for my websites and in connection with a commercial interest. By placing cookies, I can make the structure, navigation on my websites and the content of my websites as user-friendly as possible.

- **Functional cookies** are used to make this website function as well as possible. Functional cookies are necessary for the functioning of this website. The cookies are used to store settings for an optimal display, read out your browser settings in order to optimally display this website on your screen, load the website evenly, so that the site remains easily accessible.
- **Analytical cookies** are used to map '*your behavior*' on this website. To find out which pages on the website are viewed, I use Google Analytics. Google places cookies on your device. This makes your surfing behavior on this site transparent. JavaScript ensures that page views can be counted. Statistics are made of the information collected on this website. These statistics are used for various purposes such as assessing which pages of this website may need to be adjusted, optimizing this website and my service;
- **Tracking cookies** such as pixels of Instagram and Facebook, follow your visit to my website in order to build a profile of my website visitors;
- **Social media related cookies** such as those from Instagram and Facebook. Instagram & Facebook also place cookies on your device via these buttons.

Cookies that are not necessary are only placed after you have given permission for this by clicking 'agree' in the cookie bar.

If you do not want my website to place cookies on your device, you can adjust your browser settings. In that case you receive a warning before cookies are placed and if possible, you can always automatically refuse cookies. Please be aware that if you do not accept cookies, it cannot be guaranteed that my website will work properly. Functions on my website may not work properly or you will see errors on the website. How you can adjust your settings or delete cookies differs per browser.

Validity of this Statement

This Statement applies to my websites www.equineonline.nl, www.equineonline.academy and my associated services.

Please note that I always have the right to change this Statement. Publication of a new version makes all previous versions invalid. I will inform you by e-mail if my new Statement has consequences for the processing of the already collected (personal) data relating to you.

The effective date for the validity of this Statement is **09 March 2022**.