

PRIVACY STATEMENT LEIDEN MARKETING

GENERAL DATA PROTECTION REGULATION (GDPR)

Leiden Marketing, having its registered offices at Stationsweg 26 in Leiden, is the Data Controller as presented in this Privacy Statement. This also includes the Expat Centre Leiden (hereinafter referred to as ECL) and Leiden Convention Bureau (hereinafter referred to as LCB).

This Privacy Statement replaces any older version. We may amend this Privacy Statement from time to time. Last update: May 2018.

Personal data that are processed

Leiden Marketing processes personal data when you enter into a partnership with Leiden Marketing, provide services to Leiden Marketing, provide personal data yourself or use the services of Leiden Marketing. Leiden Marketing may process the following personal data:

- Name and first name
- Gender
- Job description and employer
- (Postal) address details
- Telephone number
- E-mail address

Why Leiden Marketing needs (your) data

Leiden Marketing is Leiden's city marketing organisation. It is engaged in comprehensively marketing the city and the region as a brand, with the aim of positively influencing the associations that the target groups have with Leiden. In order to achieve this goal, Leiden Marketing maintains, initiates and connects interested parties. Leiden Marketing may use personal data in the context of:

Providing information

As a business contact, we want to keep you informed about relevant developments concerning Leiden and our organisation via newsletters, our website and social media. You can indicate yourself via which channels you wish to be informed by Leiden Marketing. If you are partner of Leiden Marketing, you will automatically receive B2B newsletters and invitations to relevant events organised by Leiden Marketing. If you prefer not to be contacted via certain channels, you can unsubscribe using the unsubscribe option that is indicated for every channel.

Acquisition

When purchasing a partner package, you state your preferences for participating in various activities. As a partner, we may contact you regarding sales and communication or marketing activities that relate to your specified preferences. The aim of this acquisition is to promote the external communication about Leiden as a city.

Relationship management

To promote customer relationship management, we may contact you by telephone, post or e-mail. If you wish to change your preferences, please get in touch with your contact person to let him/her know. You can do this by telephone or e-mail.

In the case of ECL, personal data of registered persons may be used to contact employers, with the aim of improving the services of Expat Centre Leiden through partnerships and/or collaborations. To make sure that you are not contacted, please let us know by contacting info@expatcentreleiden.nl.

Optimising our services

We may notify you of changes in the way we communicate or ask for your cooperation. The reason for this is to promote the services of Leiden Marketing and the marketing of Leiden as a city. In this case, we will contact you by e-mail or telephone (the latter only in the case of a business partnership). This form of communication is linked to your specified preferences for receiving communications. If you do not wish to receive these kind of messages, you need to unsubscribe from the service that is contacting you.

How long does Leiden Marketing store your data?

Leiden Marketing does not store your personal data for longer than is strictly necessary to achieve the purposes for which your data are collected. Your data will be retained as long as we are able to provide you with relevant information that corresponds to your specified preferences. Any payment details and data relating to business operations and sales administration must be retained for 7 years by law for the purpose of the tax authorities. We will abide by this this term.

Sharing personal data with third parties

The personal data collected by Leiden Marketing, are for internal use only. The personal data will only be provided to third parties if the purpose of the use contributes to achieving the objectives around specific partnerships or if we can improve the service by doing so.

Accessing, changing or deleting data

You have the right to access your personal data or have them changed or deleted. You can send a request to access your data or have your data changed or deleted to info@leidenmarketing.nl. We will respond to your request as soon as possible, but within two weeks.

Submitting a complaint with the Data Protection Authority.

You have the right to submit a complaint to the Data Protection Authority if Leiden Marketing does not comply with the above. You can do this via the following link:

<https://autoriteitpersoonsgegevens.nl/nl/contact-met-deautoriteit-persoonsgegevens/tip-ons>

Security

Leiden Marketing takes the protection of your data very seriously and takes appropriate measures to prevent abuse, loss, unlawful access, unwanted disclosure and unauthorised changes. The websites use a reliable SSL Certificate to ensure that your personal data does not fall into the wrong hands. If you feel that your data are not fully secure or if there are indications of abuse, or if you would like more information about the security of personal data collected by us, please contact info@leidenmarketing.nl.

Website visits

For the optimisation of online channels, Leiden Marketing uses visitor information via Google Analytics and statistics provided by social media. The following data are collected:

- Duration of website visits
- Pages that have been visited
- The number of visitors on our website
- Geographic data

- Age
- Gender

It is important to note that this information is anonymous and is not linked to your personal data. Google Analytics stores this (anonymous) data for an indefinite period of time.

Leiden Marketing can be contacted as follows

Postal address	Postbus 190, 2300 AD Leiden
Office address	Stationsweg 26, 2312 AV Leiden
Chamber of Commerce registration	27309037
Telephone	+31 (0)71-5160990
e-mail address	secretariaat@leidenmarketing.nl