

Privacy Statement Aimwel

Last update: December 1, 2024

At Aimwel, we consider privacy an important part of our business operations. Therefore, we do our best to explain in this privacy statement in clear and understandable language what personal data we collect, what we intend to use it for and what rights and choices you have in doing so.

Who is responsible for the use of your data?

Aimwel BV (hereinafter **Aimwel**) with KvK number 87019604 and located at Van der Madeweg 40, Amsterdam-Duivendrecht, the Netherlands, is **responsible** for processing your personal data. You can always contact us at info@aimwel.com or by post at the above address.

Aimwel is part of DPG Group, which operates in the Netherlands, Belgium and Denmark.

What does this statement apply to?

This policy applies only to the use of data within the **professional relationship** (B2B context) you have with Aimwel. Are you a contact at a supplier, advertiser, professional client or partner? Do you fill in a contact form? Then this policy applies to you.

What data does Aimwel collect?

If you use or visit our website, we may collect the following types of data.

Data you share yourself:

- **Identification and contact data** such as your name, address, (professional) e-mail address, (professional) telephone number, office address, function, employer, which you provide when contacting Aimwel (e.g. in the context of commercial negotiations).
- **Communication preferences** that tell us what communications you wish to receive and through which channels (email or telephone).
- **Other data you communicate yourself**, such as when you contact us yourself with certain questions or proposals.

Data we collect when you use our online services:

If your cookie settings allow, we may collect the following data when you use our websites, products or services:

- **Usage data** such as your browsing behaviour on our website or how you use our products or services. Based on this data, we can estimate your professional needs, preferences and interests.
- **Data about your device** such as IP address, brand, and the type of device or browser you use our services with. Based on your IP address, we can make a rough estimate of your location.

To collect these types of data, we use cookies and similar technologies. You can find out more about this in our cookie statement.

What does Aimwel use my data for and on what basis?

We process your data for the following purposes:

Providing our professional services

Within the professional context, we collect your data to provide our professional services. For example, if you ask us for an offer, we need your contact details to be able to contact you.

Your data will be processed in such cases on the basis of the agreement you have entered into with us or Aimwel's legitimate interest in offering its professional services.

Approaching you with an offer

To contact you by e-mail or other electronic messages, we usually need your consent. In addition, you may be contacted by telephone as long as you have not expressed your objection.

Finally, there are also communications that we *need to* send you because we are legally obliged to do so (e.g. when we want to change our terms and conditions) or because it was so agreed with you or your employer (e.g. within the framework of commercial or contractual relationships).

Analyse the use of our services

We may use your data to analyse our products and services (such as the website). That way, we can detect and fix errors or problems.

We do this largely on the basis of our legitimate interest to tailor our products as closely as possible to users' needs. When we use data collected via cookies for this purpose, we do always take your consent into account when necessary.

Preventing abuse and fraud

We may use your data to prevent, detect and investigate illegal or suspected illegal practices, and to enforce our advertising terms and conditions. We do this based on our legitimate interest to protect our business interests.

Complying with laws and regulations

Your data may be processed when necessary to comply with laws and regulations to which Aimwel is subject and as part of audits and controls. In addition, we may be required by law to disclose information to certain government agencies such as the police, court or emergency services.

Which other parties may receive my data?

Aimwel does not sell your personal data and does not allow third parties to use your data for their own purposes. Specifically, we may share your data with the following parties:

- **Service providers.** We may use third-party service providers to perform certain services on our behalf or to assist us in providing our products or services. In doing so, these service providers may have access to your personal data. In any case, we only allow them to process this data according to our instructions and they are not allowed to use it for other or their own purposes.
- **Other.** We may also share personal data to comply with the law or as part of legal proceedings or legal requests, to detect, prevent or otherwise address fraud or to protect Aimwel's rights and property. If there is sufficient legal basis, we may share your data if reasonably necessary to enforce our advertising terms or terms of use or to protect our business or users or in the event of business transfers such as reorganisation, restructuring, merger, sale or other transfer of business assets.

When these parties process data outside the European Economic Area (EEA), we ensure that even there your data remains protected as required under European

legislation. We do this by including standard clauses in our contract with these companies, unless the processing takes place in a country recognised by the European Commission as offering [adequate data protection](#).

How long will my personal data be kept?

We do not keep your data for longer than necessary for the purpose for which it was collected, bearing in mind that some data must be kept for certain periods of time to comply with certain legislation.

Specifically, this means that we keep all the types of data listed above for as long as you have a **professional relationship** with us. If you no longer have an active professional relationship with us, we will keep your personal data in our systems for another **2 years**, in case you do become active again or re-establish a professional relationship with us.

After that 2-year period expires, all data linked to you will be deleted.

We keep usage data for up to **25 months** from creation date. Insights gained from this data are kept for up to 5 years, depending on the purpose.

Your rights

The right to data protection is a fundamental right in the European Union. Even when you share data with companies, you should always be able to keep control of your personal data. This is why you can exercise your right to **access, rectify and delete data** with Aimwel. You can send these requests to us at info@aimwel.com

Furthermore, you also have the right to **restriction, portability and objection** (to direct marketing). You can exercise these rights by contacting us at info@aimwel.com

If you have given **consent** for a particular use of your data, you have the right to withdraw it at any time. Withdrawing consent is always as simple as giving permission: if you opted in for cookies, you can always withdraw it at the bottom of the page. If you notice that this is not the case, please notify us immediately at info@aimwel.com.

Some of these rights are **not absolute**. For example, in certain cases we cannot comply with your deletion request because we are, e.g., legally obliged to keep that data. Of course, we will then let you know.

Finally, you have the right to file a **complaint** with a supervisory authority, such as the Autoriteit Persoonsgegevens (the Netherlands).

Cookies and similar technologies

Our websites, applications and communications may use cookies and similar technologies such as pixels. When the information contained in such a cookie constitutes personal data, this privacy policy applies in full to that data.

More information about the types of cookies and why Aimwel uses them can be found in our cookie statement.

Automated individual decision-making

Aimwel **does not** engage in automated individual decision-making. Specifically, this means that we will never use your data to make decisions that have legal consequences or other significant effects on you without human intervention.

Any questions about privacy?

In case of questions about our Privacy Statement, you can contact Aimwel in the following way:

- by post to Aimwel, Van der Madeweg 40, 1114AM, Amsterdam-Duivendrecht
- by email: via info@aimwel.com

We will occasionally update this privacy statement, for example in the context of changes to our services. For major changes, we will always notify you before they take effect.