

# Privacy Statement and Cookie Statement

Version June 2024

Holland Fintech Association (Holland Fintech), hereinafter “Holland Fintech”, takes the protection of your privacy very seriously. We therefore treat your personal data in confidence and with the utmost care.

This Privacy Statement applies to all personal data collected and used by Holland Fintech and its subsidiaries and affiliates. The data in question is customer data as provided by you but also for example data on visits to our website, sign-ups for our newsletters, your attendance during our events or events of our partners and participation in campaigns or promotions. Please be informed that in case you have subscribed for multiple services of Holland Fintech, your details such as name, email address and telephone number can be combined by Holland Fintech.

Holland Fintech will only use your data if you give your consent or if Holland Fintech needs your data to deliver (or has delivered) products or services to you. Holland Fintech will not sell your personal data to third parties.

Our contact details are:

Holland Fintech Association  
PO BOX 75643  
1118 ZR Amsterdam  
[info@hollandfintechassociation.org](mailto:info@hollandfintechassociation.org)

## **1. Holland Fintech collects the following personal data to provide you with the following products and services:**

We here provide you with more detailed information about the use of your personal data. Please note that several descriptions can be applicable at the same time and therefore your personal data can be combined by Holland Fintech.

- 1.1 When you sign up for our newsletter, the details provided by you, such as your name and email address, are collected and stored by Holland Fintech and used for sending you the newsletters, other related marketing material, invitations for events and any other directly related developments regarding Holland Fintech. We will also use the data provided by you to keep you informed or contact you on more and other information, events, offers or promotions of our products and/or services.
- 1.2 When you sign up for our services, the details provided by you, such as your name, company name, email address and bank account details of your company, are collected and stored by Holland Fintech in order to deliver the services to you based on the agreement between you and Holland Fintech and in order to invoice you for the relevant (member) fees.

- 1.3 When you sign up for an event, including via (platforms of) other partners and/or third parties, such as Eventbrite or Meetup, Holland Fintech will use the details provided by you, to keep you up to date on the event you subscribed for and Holland Fintech will also use the data provided by you to such partners to keep you informed or contact you on more events and other information, offers or promotions regarding our services. If you would like to know how those third parties handle your personal data, please review the privacy statements on the websites of those third parties. Holland Fintech has no influence on how those parties process your personal data.
- 1.4 If you respond to a campaign or competition, we ask for your details. We use these details to run the campaign, to announce the prize-winner(s) and to gauge the response to our marketing activities and, with your consent, to keep you up to date electronically (by email etc.) about other campaign, events, services and offers.
- 1.5 If you respond to a vacancy on our website, we ask for your details, including your resume. If you apply for a vacancy with Holland Fintech, we use these details to evaluate your application and to communicate with you regarding that vacancy. We also use third party (software) providers for the processing of responses to our vacancies on our website. If you apply for a vacancy of one of our members, your details, including our resume, will be forwarded automatically to that member company. Please refer to the privacy statement of that company how they handle your personal data. Holland Fintech has no influence on this.
- 1.6 If you fill out a web form on our website, we ask you for your details such as name, telephone number and email address. We use these details to process the forms and to keep you up to date with respect to the status of your request and to communicate with you regarding your request. We will also use the data provided by you to keep you informed or contact you on more and other information, events, offers or promotions on our products and/or services.
- 1.7 If you use our website [www.hollandfintechassociation.org](http://www.hollandfintechassociation.org), data is automatically collected by the technology platforms providing the experience. For example, your web browser or mobile device may share certain data with Holland Fintech as those devices interact with our website. This data includes device ID, network access, storage information, cookies, ip- addresses, referrer headers, data identifying your web browser and version and web beacons and tags. We are using this data for market analysis and information purposes, and to optimize and improve our services and to advise you on the services interested for you.

## **2. Legal basis of processing**

The abovementioned data will be processed by Holland Fintech using per data processing one of the following legal basis:

- Your consent, and if needed your explicit consent, or
- To fulfill our obligations under the agreement with you or in order to take steps at your request prior to entering into an agreement, or
- To comply with a legal obligation Holland Fintech is subject to, or
- A legitimate interest of Holland Fintech or a third party, which is not overridden by your interest or fundamental rights and freedoms which requires protection of your personal data.

**3. Holland Fintech does not sell your data**

Holland Fintech will not sell your data and will only make it available to third parties involved in the performance of the service agreed with you or to the co organizing and/or sponsoring partners of Holland Fintech. Our employees and third parties brought in by us are obliged to respect the confidentiality of your data.

**4. Partners**

Holland Fintech uses partners to manage and store its data. These partners may be located in the EU, but also outside the EU. Holland Fintech chooses partners that offer an adequate level of personal data protection, either through compliance with the US-EU Privacy Shield Framework, Binding Corporate Rules or entering into Standard Contractual Clauses as accepted by the European Commission or through comparable rules. Holland Fintech enters into processor agreements with all its partners if needed.

**5. Data retention**

Holland Fintech retains your personal data for as long as your subscription or agreement continues or for as long as is necessary to deliver our services. If you decide to stop using our services, we will delete your personal data at your request. Remember that a copy of this data may be stored in backups.

**6. Security**

The security of your data is also important and Holland Fintech will take all reasonable measures to protect your data. Remember, however, that no security is 100% safe and that Holland Fintech is unable therefore to guarantee this security. We have taken organizational measures and technical measures within our organization to secure the use of your data.

**7. Changes to our Privacy Statement**

This Privacy Statement may need updating as a result of changes in the applicable laws or as a result of changes in the business or services. So therefore, we advise you to read this Privacy Statement on a regular basis to remain up to date. If Holland Fintech makes changes that materially alter your privacy rights, Holland Fintech will provide additional notice, such as via email or through the services.

**8. Your rights with respect to your personal data**

You have the right to withdraw your consent with respect to our use of your personal data. You also have the right to access your data and to modification or deletion in the event your data as stored by us are incorrect or otherwise unlawful. Next thereto you have the right to request us to provide you or another party with your data in a machine readable and interoperable format.

To modify your subscription or to opt-out of receiving our communication, please use the 'unsubscribe' button on the bottom of our newsletter. You can also contact us to exercise your rights of access, modification, deletion and portability of your data.

If you have any questions about the Privacy Statement of Holland Fintech, please contact us through our website or contact details mentioned above. If you do have complaints about our use of your data, which we have not solved for you in an adequate manner, you can file a complaint at Dutch Data Protection Authority.

## **Cookies**

Holland Fintech uses cookies to recognize you on a subsequent visit to the website. Cookies are pieces of information stored on your computer by your browser. Cookies enable us to collect information about the use of our services and to improve them and to adapt them to your wishes. Our cookies provide information with regard to personal identification. You can set your browser so that you do not receive any cookies.

Using cookies Holland Fintech can for instance ensure that you do not keep receiving or having to enter the same information on a visit to our site. This makes the use of our website easier for you. Cookies also allow us to see how the website is used and how therefore we can improve it further.

### **Types of cookies**

Cookies that Holland Fintech uses can be divided into three types:

1. **Functional and necessary cookies** - Some cookies are indispensable if our website is to work properly. We use these cookies to retain your preferences. They include cookies that are used to keep recognizing you once you have registered. In this way you do not have to type in your username and/or password every time you visit and we can be certain that you are entitled to view and modify closed parts of our website, such as your subscription details.
2. **Social media and external cookies** - When you are logged in on social media websites (Facebook, Google, , etc.) and have given consent via Holland Fintech website for this category of cookies, you can use additional functionalities. They include the easy sharing of information via Facebook Like, Google+, Twitter, etc. For the cookies that the social media parties place and the possible data that they collect with them, see the statements that these parties give about them. Remember that these statements can change on a regular basis. Holland Fintech has no influence over them.
3. **Optimization and relevance of cookies** - We also use cookies to collect information. This information allows us to see which pages are visited most, which pages are effective and which pages produce error messages. We use this information to optimize the ease of use of the website.

*Further information about Google Analytics and Google AdWords* **Google Analytics:** This function allows us to view information about the use of our websites, including the viewing of pages, the source of the visit and the time spent on our websites. The information is anonymized and presented in statistical form, so that it cannot be traced back to the user. With Google Analytics we can see what content is popular on our websites, so that we are better able to provide users with useful information.

*Google AdWords (incl. DoubleClick):* This function is used to advertise on third-party websites (including Google) aimed at visitors to our websites. This helps us to offer our

products to visitors to our websites on a more focused basis.

*Blocking cookies:* Cookies can of course also be blocked. Most Internet browsers can be set so that cookies are not accepted or so that you are notified when you receive a cookie. The way in which you can do this depends on the browser you use. You must remember that certain parts of the website may not work or may not work properly if you block cookies and in certain cases access to the website is impossible without them.

You can choose not to allow Google cookies (opt-out) by visiting the Google Ads page: [www.google.com/settings/ads](http://www.google.com/settings/ads)

You can choose not to allow third-party cookies (opt-out) by visiting the Network Advertising Initiative page: <http://www.networkadvertising.org/choices/>

You can choose not to allow DoubleClick cookies (opt-out) by visiting the Google Ads page: [www.google.com/settings/ads](http://www.google.com/settings/ads) Deleting cookies afterwards

You can choose to delete the cookies from your computer after visiting [www.HollandFinTech.com](http://www.HollandFinTech.com).

*Google Display Advertising:* Additionally, Holland Fintech Google Analytics code that allows for certain forms of display advertising and other advanced features. Subject to change, the Google Display Advertising features Holland Fintech currently uses are Remarketing, Google Display Network Impression Reporting, and Google Analytics Demographics and Interest Reporting.

These features are used to advertise online; to allow third-party vendors, including Google, to show you advertising across the Internet; to allow Holland Fintech and third-party vendors, including Google, to use first-party cookies (such as the Google Analytics cookie) and third-party cookies together to inform, optimize, and serve ads based on your past visits to the Website and to report how ad impressions, uses of ad services, and interactions with these ad impressions and ad services are related to visits to the Website. Data from Google's interest-based advertising or third-party audience data (such as age, gender, and interests) is also combined with Google Analytics to better understand the needs of Holland Fintech users and to improve the Services.

- This Privacy Statement was last amended in June 2024 -