

Privacy Statement

1. Introduction

1.1. InContext Consultancy B.V. is a consultancy firm that provides company development tools and training (hereinafter referred to as "InContext"). InContext is located in Baarn and registered at the Chamber of Commerce under the number: 32117178.

1.2. InContext develops activities in the area of advice, coaching, guidance and training of organizations. In addition, InContext helps develop, manage and trade products to make organizations and their employees more effective and provides services in the form of consultancy and advice.

1.3. As part of its business operations, InContext processes personal data. As a rule, it acts as a "processor" within the meaning of the General Data Protection Regulation (AVG), but also processes personal data as "controller".

1.4. The processing of personal data by InContext relates to the following categories (hereafter: "groups"):

1. Contacts of current and former clients for sales, intakes, stakeholders and invoicing (hereafter: "clients");
2. Employees of clients who attend programs specially developed for their organization (hereafter: "participants");
3. Potential customers that we actively or reactively approach for marketing purposes (hereafter: "prospects");
4. Employees and former employees of InContext (hereafter: "employees");
5. Applicants and trainees; (hereafter "applicants");
6. Contacts of current and former suppliers for the primary process and / or supporting products / services (hereafter: "suppliers");
7. External personnel hired to alleviate peaks in workload or due to specific knowledge (hereafter "freelancers").

1.5. This Privacy Statement includes, among other things, information regarding:

- Which personal data we process with regard to the categories as referred to in article 1.4 and in what way;
- For what purposes we process the data and on what legal basis;
- What rights these persons have with regard to the data that we process about them;
- Who you can contact about this Privacy Statement.

2. Which personal data do we process?

InContext processes various personal data within the framework of its business operations. Below is a general list of personal data processed in this context. Which personal data is ultimately processed depends on the specific group indicated under 1.4 and the purpose for which they are processed. The purposes of processing can be found under heading 3.

Personal data processed by InContext:

- 2.1. Name and address details;
- 2.2. Date of birth and gender;
- 2.3. E-mail address and telephone number;
- 2.4. Bank account number (IBAN);
- 2.5. BSN number, number (and copy) of identification document, photo, CV;
- 2.6. Diet preferences and / or injuries;
- 2.7. Certificate of conduct (VOG) (on client's specific request, employees / freelancers are asked to submit a VOG);
- 2.8. IP address;
- 2.9. Video / visual material made during performances / interventions.

3. For what purposes do we process this data and on what legal grounds?

The purposes for which personal data is processed by InContext are explicitly described in advance. InContext does not process personal data for secondary objectives, or for reasons other than those for which personal data has been collected. Below is a list of purposes for each group for which personal data is processed, as well as the legal grounds.

Clients	
Personal details: name and address, e-mail address and telephone number and IBAN number	
Purpose	Legal grounds
Maintaining contact relating to sales, intakes, stakeholders and invoicing.	<ul style="list-style-type: none"> - Execution of an agreement pursuant to Article 6 paragraph 1 sub a AVG - Legitimate interest, being the proper management of the service under Article 6 paragraph 1 sub f AVG
Processing payments	<ul style="list-style-type: none"> - Execution of an agreement pursuant to Article 6 paragraph 1 sub a AVG - Statutory obligation (fiscal retention obligation) under Article 6 paragraph 1 sub c AVG

Participants	
Personal details: name and address, date of birth and gender, e-mail address and phone number, dietary preferences and/or injuries and video/visual material during training/interventions	
Purpose	Legal grounds
Maintaining contact in relation to participation in workshops.	<ul style="list-style-type: none"> - Execution of an agreement pursuant to Article 6 paragraph 1 sub a AVG - Legitimate interest, being the proper management of the service under Article 6 paragraph 1 sub f AVG
Being able to cater for meals / lunches by a caterer based on dietary requirements.	<ul style="list-style-type: none"> - Execution of an agreement pursuant to Article 6 paragraph 1 sub a AVG - Legitimate interest, being the proper management of the service; to meet expectations with regard to the quality of the service under Article 6 paragraph 1 sub f AVG

Information regarding injuries to be taken into account in case of physical activities in workshops.	- Legitimate interest, being the proper management of the service; to meet expectations with regard to the quality of the service under Article 6 paragraph 1 sub f AVG
It is possible that InContext makes audio-visual or image material with the aim of giving participants an impression of the atmosphere during or after interventions/implementation. This data is not used for commercial purposes unless explicit permission is requested and granted.	- Permission pursuant to Article 6 paragraph 1 sub a AVG

Participants - "Leave Your Mark" app	
Personal details: first name, last name and e-mail address	
Purpose	Legal grounds
Protected online environment created for groups of participants, primarily used to prepare course material and sharing documents and assignments. Only participants and facilitators have access. Participants can upload photos or documents on their own initiative.	- Legitimate interest, being the proper management of the service; meeting expectations with regard to the quality of the service under Article 6 paragraph 1 sub f AVG

Participants - Facet5 report	
Personal details: first name, last name, e-mail address and industry/function	
Purpose	Legal grounds
The Personality test is completed digitally. It is then printed out by InContext employees and discussed with the participant in a 1-to-1 session. The completed test and the results are then removed from the server.	- Legitimate interest, being the proper management of the service; to meet expectations with regard to the quality of the service under Article 6 paragraph 1 sub f AVG - Permission pursuant Article 6 paragraph 1 sub a AVG

Prospects	
Personal details: name and address, gender, e-mail address and/or phone number	
Purpose	Legal grounds
Making active or reactive approaches for commercial and marketing purposes. For example, sending newsletters and all requested content and its follow-up.	- Legitimate interest, being the acquisition of new customers under Article 6 paragraph 1 sub f AVG - Permission pursuant article 6 paragraph 1 sub a AVG

Employees	
Personal details: name and address, date of birth, gender, e-mail address (private), phone number, IBAN number, BSN number, (copy of) identification document, photo (for the website), certificate of conduct VOG (on specific request by our clients) and audiovisual/video/image material made during implementation/interventions	
Purpose	Legal grounds
Keeping records for internal administration Wage payments Pension administration	<ul style="list-style-type: none"> - Statutory obligation (fiscal retention obligation) under Article 6 paragraph 1 sub c AVG - Implementation of an agreement pursuant Article 6 paragraph 1 sub b AVG
If clients so require, we ask our employees to request a certificate of conduct (VOG) and to deliver it to the client.	<ul style="list-style-type: none"> - Implementation of an obligation in the (processor's) agreement with the client pursuant to Article 6 paragraph 1 sub b AVG

Freelancers	
Personal details: name and address, e-mail address (private), phone number, IBAN number, VOG (on specific request of our clients) and audiovisual/video/image material during implementation/interventions	
Purpose	Legal grounds
Maintaining contact in connection with execution of agreed assignments.	<ul style="list-style-type: none"> - Execution of an agreement pursuant Article 6 paragraph 1 sub a AVG - Legitimate interest, being the proper management of the service; to meet expectations with regard to the quality of the service under Article 6 paragraph 1 sub f AVG -
Processing payments.	<ul style="list-style-type: none"> - Implementation of an agreement pursuant to Article 6 paragraph 1 sub a AVG
If clients so require, we ask our freelancers to request a certificate of conduct (VOG) and to deliver it to the client.	<ul style="list-style-type: none"> - Implementation of an obligation in the (processor's) agreement with the client, pursuant Article 6 paragraph 1 sub b AVG

Applicants	
Personal details: As part of the CV: name and address, e-mail address, phone number, photo and work experience	
Purpose	Legal grounds
Appraising the application	<ul style="list-style-type: none"> - Legitimate interest, being the recruitment of high-quality employees under Article 6 paragraph 1 sub f AVG
<p>To get a full picture of the applicant's capacities in a follow-up stage of the application procedure, we take:</p> <ol style="list-style-type: none"> 1. A (Facet5) personality test. 2. A capacity test. <p>The test results are then discussed with the applicant and if the application is unsuccessful, the results are removed from the server.</p>	<ul style="list-style-type: none"> - Legitimate interest, being the recruitment of quality staff under Article 6 paragraph 1 sub f AVG - Permission pursuant to Article 6 paragraph 1 sub a AVG

Suppliers	
Personal details: name and address, e-mail address and phone number and IBAN number	
Purpose	Legal grounds
Maintaining contact, amongst other things, regarding purchasing and invoicing	<ul style="list-style-type: none"> - Implementation of an agreement pursuant to Article 6 paragraph 1 sub b AVG - Legitimate interest, being the proper management of the service; to meet expectations with regard to the quality of the services under Article 6 paragraph 1 sub f AVG
Processing payments	<ul style="list-style-type: none"> - Implementation of an agreement pursuant to Article 6 paragraph 1 sub b AVG - Fiscal obligation (fiscal retention obligation) under Article 6 paragraph 1 sub c

4. Who can we share data with?

InContext uses the following sub-processors when processing its data:

Sub-processor	Location	Categories of data being processed
Axians	Den Bosch	CRM and administrative data in ERP system Exact Synergy+Globe
BCS Den Bosch	Den Bosch	Employee's salary processing
Damen Adviesbureau / ASR+Felison	Nieuw-Vennep	Employee's pension administration + insurance
Enrise	Amersfoort	Management of Organisation Development Scan (ODS) at InContext.nl
Human Collective	Amsterdam	Facet5 personality tests
CARD Services (Microsoft)	Zwolle & Utrecht	IT infrastructure + mail server
Sitesmid.nl (Active Campaign)	Aldeboarn	e-mail to prospects
Outgrow	New York	Obtaining prospects' e-mail addresses

Processor agreements have been concluded with the above-mentioned parties.

5. How do we protect your personal data?

InContext applies various technical and organizational measures to protect your personal data against destruction, loss, alteration or unauthorized disclosure or unauthorized access. This involves administrative, physical and technological measures. Our employees are bound to confidentiality and must comply with our instructions aimed at the adequate protection of your data. We conclude processing agreements with the processors engaged by us in which adequate security and confidentiality are guaranteed. For a complete overview of the protection of your personal data, please refer to our privacy policy, which will be sent to you on request.

6. Cookies on our website

We use cookies to improve your experience on our website. In accordance with the regulations, we are obliged to inform you of the way our website uses cookies.

Cookies are small text files that are placed by websites on the computer or on peripheral devices which you may use to visit the website. Cookies collect information about the interaction with and use of the website. Through the use of cookies we are able to provide a tailor-made experience of our website. We place cookies on our website.

Google Analytics

We also use Google Analytics, a service that gives us insight into the way our website is used. This involves usage statistics such as the number of different visitors, pages that are primarily visited and the average duration of a visit.

"We have signed a processor agreement with Google to ensure that personal data collected in the context of Google Analytics are only used to provide us with insight into how our website is used. We have also adjusted the settings of the service so that the data can not be used by other Google services, and that the latest digits of all IP addresses collected in this context are immediately deleted to make it more difficult to reduce them to a specific visitor. "

Active Campaign

We use Active Campaign to gain insight into the way our website is used. They do this on the basis of cookies that collect data about website visitors and the opening of email messages sent by us. This

concerns information about the IP address and other technical information that enables Active Campaign to distinguish different visitors with the same IP address.

LinkedIn Insights Tag

The LinkedIn Insights Tag forms a LinkedIn browser cookie within the browser of a website visitor and ensures the collection of the following data for this cookie:
Metadata (such as IP address, timestamp, events on the page and demographic information via LinkedIn when a LinkedIn.com cookie is previously placed in the browser).
Collected data is encrypted.

A detailed description can be obtained via below link:

<https://www.linkedin.com/help/linkedin/answer/87080/linkedin-marketing-solutions-and-the-general-data-protection-regulation-gdpr->

7. How long do we keep personal data?

InContext's basic principle regarding the storage of personal data is that data is not stored longer than necessary. InContext uses the following criteria when determining the retention periods:

- Is the period determined by a legal obligation?
- What is the nature and sensitivity of the personal data?
- Is the process compromised by removing the personal data?
- Is there a difference in terms of privacy violation between the storage of the personal data for a shorter or longer period of time?
- How big is the chance of unauthorized use of data?

Below is a non-exhaustive list of relevant retention periods for personal data processed by InContext:

7.1. We retain tax data for 7 years (legal obligation).

- This includes data in the general ledger, the debtors and creditors administration, the stock administration, the purchase and sales administration and the payroll administration.

7.2. Participant lists are not saved for longer than 4 weeks after completion of an execution / intervention.

7.3. The e-mail contact between our facilitators and participants is deleted annually before the end of the year. We also expect our employees / freelancers to confirm the removal in writing to us.

7.4. Data from prospects is stored for up to 5 years after the last contact. This involves website visits, e-mail data and responses to scans and questionnaires.

8. Your rights with respect to your personal data

The legislation on the protection of personal data grants the persons concerned the following rights with respect to their personal data:

- (i) the right to ask if personal data concerning them is being processed and, if this is the case, to have access to it;
- (ii) the right to request rectification and deletion of that information;
- (iii) the right to object to the processing or request a limitation of the processing;
- (iv) the right to withdraw consent for processing if the processing is based on consent
- (v) the right to receive or deliver data to an organization to be designated by the person concerned, in a structured, current and machine-readable form;
- (vi) the right to lodge a complaint with a supervisory authority who supervises compliance with the rules on the protection of personal data. In the Netherlands this is the Dutch Data Protection Authority in The Hague (www.autoriteitpersoonsgegevens.nl).

9. Contact details, complaints procedure

To exercise the rights described above, you can send an e-mail to: privacyofficer@InContext.nl. You can also use that e-mail address if you want to file a complaint about how your personal details have been processed by InContext.

10. Changes

This privacy statement can be changed at any time by InContext. We therefore advise you to check the statement for changes now and then. If we change this statement in the future, we will publish the amended statement on our website, stating the date on which the changes will take effect.

This statement was last modified on June 26th 2019