

Privacy statement Bigfish B.V.

Who are we?

Big Fish B.V. ('Big Fish') is located in Eindhoven at Vonderweg 26, 5616 RM. We help our clients explain complex topics in a clear and visual manner. This involves creating animations, infographics, or illustrations that our clients distribute through various communication channels. In order to carry out our activities effectively, it is sometimes necessary for us to process personal data. We always do this with care and in accordance with the law and our internal privacy policy, as documented in our privacy register.

What are the fundamental principles of our internal privacy policy?

The fundamental principles of our internal privacy policy are:

- We obtain personal data directly from you and through your browsing behavior on the Big Fish website. The main personal data we process include company name, job title, first and last name, company address, business phone number, gender, business email address, payment details, contact history, IP address, social ID, cookie ID, and browsing behavior.
- We always inform you about how we use your data and ensure that you can exercise your rights.
- We only use the data for the purposes for which we collected them, such as relationship management, prospect/customer administration, service, and marketing.
- We collect, use, and retain no more data than necessary to achieve the purpose for which we obtained the data.
- We collect, use, and retain data only when there is no other way to achieve the same purpose.
- The more privacy-sensitive the information about you, the less we rely on the data.
- We only use the data when there is a legal basis specified in the law.
- We take appropriate security measures to prevent loss or unauthorized access to personal data. We implement reasonable and appropriate security measures to protect the personal data of our website visitors and customers against unlawful access, alteration, disclosure, or destruction. We comply with the applicable security standards. If, despite these security measures, a security incident occurs that is likely to have adverse effects on your privacy, we will inform you as soon as possible about the incident. We will also inform you about the measures we have taken to limit the consequences and prevent future occurrences.
- We only disclose your personal data to third parties if we have sufficient safeguards in place to protect your data.

How do we use personal data?

Type of data subject?	Prospects or customers.
Which data is processed?	<ul style="list-style-type: none">• Company name, job title, first and last name, business address, business phone number, business email address.• Personal data provided by you regarding employees at your company for the purpose of carrying out Big Fish activities.• Data for the purpose of sending invoices.
Why do we process your data?	<p>To provide information about our services.</p> <ul style="list-style-type: none">• Carrying out our services.• Relationship management, marketing, customer administration, and service purposes in order to:<ol style="list-style-type: none">1. Inform you about the latest news and relevant products at Big Fish. This can be done through our newsletter, separate mailings, or telephone contact. If you no longer wish to receive the newsletter or mailings, you can unsubscribe in each email.2. Measure response to our marketing actions.3. Maintain customer administration and debtor management.4. Manage a customer relationship management and project management system.5. Conduct customer satisfaction surveys.6. Conduct market research.
Why are we allowed to use your personal data?	<p>The use of your personal data is necessary for:</p> <ul style="list-style-type: none">• The performance of the contract.• Safeguarding our legitimate interest in providing our services as efficiently as possible to our customers.
Who has access to your data?	<p>Big Fish uses various systems for the processing of your personal data. The suppliers of those systems may also process your personal data. For more information about these suppliers, please contact us at info@bigfish.nl or 040-8434090.</p> <p>Only employees of Big Fish who need the personal data have access to it. Only employees of Big Fish who require access to your personal data to perform their duties have direct access to your personal data in Big Fish's systems. The "need to know" principle is applied in this regard.</p>
How long do we keep your data?	Your personal data will be deleted after the retention period determined by applicable codes of conduct and professional regulations has expired.
Do I have to provide this information to Big Fish?	The processing of this personal data is necessary if you use our services. Without this information, we cannot provide our products and services.

What about the use of my data by third parties?

- Big Fish has made agreements with all parties to whom it discloses your personal data to ensure that there are sufficient safeguards for the careful processing of your personal data. This is in accordance with the law and Big Fish's internal privacy policy and this Privacy Statement.
- If we also grant third parties access to your data, we do so only if we are certain that the third party will use the data in a manner and for a purpose that is related to the purpose for which we obtained the data, and only in accordance with this Privacy Statement. Furthermore, the legally required confidentiality obligations and security measures always apply to prevent your personal data from being disclosed to other parties without proper authorization.
- In some cases, we are required by law to provide data to third parties, such as the Tax Authorities. In doing so, we always consider how we can respect your right to privacy to the fullest extent possible.

If we need to transfer your data outside of Europe, for example because a data center or our supplier is located there, we will only do so under the conditions required by law. This may include implementing a contract that incorporates the EU Model Clauses, for example. For more information about these suppliers, please contact us at info@bigfish.nl or 040-8434090.

What cookies do we use?

Analytics cookies

Big Fish uses Analytics cookies to analyze the usage of the Big Fish websites. With your consent, a permanent cookie is placed on your computer or mobile device. This allows us to gain insight into how and how often the Big Fish website is used. Based on this data, we can make necessary adjustments to the Big Fish website to ensure optimal functionality.

Big Fish processes anonymous statistics about visits to its websites. This is done using a web analytics system. The following data, among others, is stored in the web analytics system via cookies:

[Insert specific data collected by the analytics cookies, if available:

- The IP address.
- Technical characteristics such as the browser you are using (such as Chrome, Safari, Internet Explorer, or Firefox) and the resolution of your screen.
- From which page you entered the Big Fish website.
- When and how long you visit or use the Big Fish website.
- Whether you use the functionalities of the Big Fish website.
- Which pages you visit on the Big Fish website.

The following Big Fish websites make use of cookies:

- <https://www.bigfishanimatie.nl/>
- <https://www.bigfishfilm.nl/>

Re-targeting cookies

Big Fish uses re-targeting cookies to display Big Fish advertisements to visitors of specific pages on the Big Fish website. Advertisement and Social cookies Big Fish uses Google Adwords, NID, HSID, SSID, APISID, SAPISID, LinkedIn, and Facebook cookies to measure and optimize the effectiveness of media used for marketing campaigns.

What rights do you have regarding the use of your personal data?

- You can object to the use of your personal data. For example, if you believe that the use of your personal data is not necessary for the performance of our activities.
- You have the right to access your personal data. This means that you can request information about the personal data that is registered about you and for what purposes those data are being used.
- If you believe that we have incorrect personal data about you, you can request the correction of such data. Additionally, you can ask us to restrict the processing of your personal data, even during the time we need to evaluate your other requests or objections.
- You can ask us to delete your personal data from our systems.
- We will comply with your request, unless we have a compelling legitimate interest that outweighs your privacy interest and prevents us from deleting the data. Please note that due to technical reasons, we may not be able to immediately remove all copies of the data from our systems and backup systems. We may refuse to comply with the aforementioned requests if they are made unreasonably frequently, require disproportionate technical effort, or have disproportionate technical consequences for our systems or jeopardize the privacy of others.
- You can submit the aforementioned requests or objections by sending a letter, including your name, address, telephone number, and a copy of a valid identification document, to Big Fish B.V., Attn: Jeroen Westenbroek, Vonderweg 26, 5616 RM, Eindhoven or info@bigfish.nl. Please remember to redact your Citizen Service Number (BSN) on the copy of the identification document before sending it. You will receive a response within one month.
- You also have the right to file a complaint regarding the use of your personal data. This can be done with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens): <https://autoriteitpersoonsgegevens.nl/nl/zelfdoen/privacyrechten/klacht-over-gebruik-persoonsgegevens?qa=klacht>