

OCHO Amsterdam B.V., located at Rijnkade 16a 1382 GS Weesp Nederland, is responsible for the processing of personal data as shown in this privacy statement.

Contact details:

<https://ochoamsterdam.com/>

Rijnkade 16a 1382 GS Weesp Netherlands

0294 457 733

### **Personal data that we process**

OCHO Amsterdam BV processes your personal data because you use our services and/or because you provide this data to us yourself. Below you will find an overview of the personal data that we process:

- First and last name
- Phone number
- Email address
- IP address
- Other personal data that you actively provide, for example by creating a profile on this website, in correspondence and by telephone
- Information about your activities on our website
- Data about your surfing behavior across different websites (for example because this company is part of an advertising network)
- Internet browser and device type
- Bank account number

### **Special and/or sensitive personal data that we process**

Our website and/or service does not intend to collect data about website visitors who are younger than 16 years of age. Unless they have parental or guardian permission. However, we cannot check whether a visitor is older than 16. We therefore advise parents to be involved in the online activities of their children, in order to prevent data about children being collected without parental consent. If you are convinced that we have collected personal information about a minor without this permission, please contact us at [sales@ochoamsterdam.com](mailto:sales@ochoamsterdam.com) and we will delete this information.

### **For what purpose and on what basis we process personal data**

OCHO Amsterdam BV processes your personal data as uses, ("User(s)") for the following purposes:

- offer and deliver our Products and services ;
- further develop, adapt, expand and improve our Services and product offerings based on Users common or personal preferences, experiences and/or problems;
- offer our user customer support and offer technical support;
- be able to approach our Users with general or personalized messages about our Services or with promotional messages
- be able to update, expand and analyze our information so that we can identify new customers;
- be able to support, sponsor and offer promotions , monitor the results;
- generate statistical data and other aggregated and/or inferred Personal Data with which we or our partners can offer and improve our respective services;
- to be able to offer support and assistance on request ;
- improve our data security and fraud prevention; and
- to be able to comply with all applicable laws and regulations.

## **Usage**

OCHO may use your Personal Data for the purposes described if:

1. the use of the Personal Data is necessary to perform or enter into a contract; or
2. the use of the Personal Data is necessary to comply with our legal obligations; or
3. the use of your personal data is necessary to pursue legitimate business interests (for example, to maintain and improve our Services and products, and to maintain Ocho's effectiveness by detecting technical issues), provided that this is always done proportionately to in a way that respects your privacy rights.

We may use your Personal Data to send you promotional material and other messages originating from OCHO Amsterdam by e-mail, text message or other messages, by telephone or via similar communication channels.

If you do not wish to receive such promotional information, you can inform OCHO Amsterdam at any time or follow the instructions under the heading "Unsubscribe", " Unsubscribe " or "STOP" in the messages you receive.

OCHO Amsterdam may contact you in connection with important information about the Services or goods or the way in which they are used. OCHO Amsterdam may also (through channels available to us) notify you if a product is temporarily unavailable and/or deliverable, respond to your email, send reminders or alerts about upcoming or overdue payments, or send information about important changes to our Services or products.

OCHO Amsterdam considers it important that you can receive such messages. This is why you cannot opt out of receiving communications about the Services and products and billing, unless you are no longer a User of OCHO Amsterdam services and products and all invoices have been paid (meaning that you have closed your User Account have deactivated).

## **How long we keep personal data**

OCHO Amsterdam BV does not store your personal data longer than is strictly necessary to realize the purposes for which your data is collected. We use the following retention periods for the following (categories) of personal data:

### **Sharing personal data with third parties**

OCHO Amsterdam BV does not sell your data to third parties and will only provide it if this is necessary for the execution of our agreement with you or to comply with a legal obligation.

We may share your personal data with service providers and others (or otherwise give them access to your personal data) in the following situations:

External service providers: OCHO Amsterdam works together with a number of suppliers who support and supplement our own services with their services and solutions . This includes hosting and server colocation services, communications, transportation and logistics services, data and cyber security, billing and payment processing, domain name registration, fraud detection and prevention, web analytics, email distribution and monitoring, performance measurement, data optimization, marketing and the services of content providers and our legal and financial advisors (collectively, "Third Party Service Providers").

OCHO Amsterdam may share the following categories of personal data for business purposes with these Third Party Service Providers:

- identifying information such as name, alias, postal address, unique personal identifier, online identity, IP address, email address and username;
- commercial Personal Data, for example about products and services purchased, obtained or viewed.

Parties that OCHO Amsterdam uses are:

### **WooCommerce**

Our webshop is developed with software from WooCommerce . Personal data that you make available to us for the purpose of our services will be shared with this party. WooCommerce has access to your data to provide us with (technical) support, they will never use your data for any other purpose. WooCommerce is obliged to take appropriate security measures based on the agreement we have concluded with them. These security measures consist of the application of SSL encryption and a strong password policy. WooCommerce uses cookies to collect technical information regarding your use of the software, no personal data is collected and/or stored. WooCommerce reserves the right to share collected data within its own group in order to further improve the service.

### **Mollie Payments**

OCHO Amsterdam uses the Mollie platform to handle payments in the webshop . Mollie processes your name, address and residence details and your payment details such as bank account or credit card number. Mollie has taken appropriate technical and organizational measures to protect your personal data. Mollie reserves the right to use your data to further improve the service and to share (anonymised) data with third parties in this context. All the above-mentioned guarantees with regard to the protection of your personal data also apply to the parts of Mollie's services for which they engage third parties. Mollie does not store your data for longer than permitted by law.

### **Viva Wallet**

OCHO Amsterdam uses the Viva Wallet platform to handle payments in the webshop . Viva Wallet processes your name, address and residence details and your payment details such as bank account or credit card number. Viva Wallet has taken appropriate technical and organizational measures to protect your personal data. Viva Wallet reserves the right to use your data to further improve the service and to share (anonymized) data with third parties in this context. All the above-mentioned guarantees with regard to the protection of your personal data also apply to the parts of Viva Wallet's services for which they engage third parties. Viva Wallet does not store your data for longer than permitted by law.

### **PostNL / MyParcel**

When you place an order with us, it is our job to have your package delivered to you. We use the services of PostNL to carry out the deliveries. It is therefore necessary that we share your name, address and residence details with PostNL. PostNL only uses this information for the purpose of executing the agreement. In the event that PostNL engages subcontractors, PostNL will also make your data available to these parties.

**Siteground**

We use web hosting from Siteground . Siteground processes personal data on our behalf and does not use your data for its own purposes. However, this party can collect metadata about the use of the services. This is not personal data. Siteground has taken appropriate technical and organizational measures to prevent loss and unauthorized use of your personal data. Siteground is obliged to observe secrecy under the agreement.

**SendinBlue**

Our website uses SendinBlue , a third party that handles the e-mail traffic from our website and the sending of any newsletters. All confirmation emails you receive from our website and web forms are sent through SendinBlue 's servers . SendinBlue will never use your name and email address for its own purposes. At the bottom of every email sent automatically via our website you will see the ' unsubscribe ' link. If you click on this you will no longer receive e-mail from our website. This can seriously reduce the functionality of our website! Your personal data is sent, stored and disclosed securely by SendinBlue . SendinBlue uses cookies and other internet technologies that provide insight into whether e-mails are opened and read. In addition, SendinBlue processes information about you as a recipient and the subject line of e-mails to improve the quality of the service, this data is stored for 30 days. SendinBlue reserves the right to use your data to further improve the service and to share information with third parties in this context.

**Office365** We use the services of Office365 for our regular business e-mail traffic. This party has taken appropriate technical and organizational measures to prevent misuse, loss and corruption of your and our data as much as possible. Office365 does not have access to our mailbox and we treat all our email traffic confidentially.

**Google Analytics** Through our website, cookies are placed from the American company Google, as part of the "Analytics" service. We use this service to keep track of and to get reports on how visitors use the website. This processor may be obliged to provide access to this data on the basis of applicable laws and regulations. We have not allowed Google to use the obtained analytics information for other Google services.

Above external service providers who your save or process your personal data are contractually required to secure and protect this information according to current industry standards , regardless of any less stringent requirements may apply in the jurisdictions of these companies. These companies use the data to carry out the assignment for OCHO Amsterdam.

OCHO Amsterdam may disclose or otherwise make accessible your Personal Data to others, with or without notice, in response to a request for law, such as a subpoena, judicial proceeding, search warrant or court order, or in accordance with applicable law, if we act in good faith of believe that we are legally obliged to do so.

Our Services include certain features and widgets for social media or single sign-on , such as "Facebook Connect", "Google Sign- in", "Facebook Like", "Share This" and other interactive mini-programs (collectively, "Social Media -functions"). These Social Media Features may collect certain Personal Information, such as your IP address or the page you visit on our Website, and may use a cookie to function properly. Social media features are hosted either through a third party or directly on our Services. Your interaction with the Social Media Features of third parties is subject to the policies of those third parties, not our policies.

## **Cookies, or similar techniques, that we use**

OCHO Amsterdam uses cookies and similar technologies (collectively, "Cookies") to provide our services and products, ensure the services work properly, analyze our performance and marketing activities, and personalize your user experience. OCHO Amsterdam BV uses functional and analytics and cookies. A cookie is a small text file that is stored in the browser of your computer, tablet or smartphone when you first visit this website . OCHO Amsterdam BV uses cookies with a purely technical functionality. These ensure that the website works properly and that, for example, your preferred settings are remembered. These cookies are also used to make the website work properly and to be able to optimize it.

On your first visit to our website, we already informed you about these cookies and we asked for your permission to place them.

You can opt out of cookies by setting your internet browser so that it no longer stores cookies. In addition, you can also delete all information that was previously stored via the settings of your browser.

For an explanation, see: <https://veiliginternetten.nl/themes/gedrag/cookies-wat-zijn-het-en-wat-doe-ik-ermee/>

## **View, modify or delete data**

OCHO Amsterdam believes it is important that you have control over your Personal Data. In accordance with privacy rules that apply worldwide, OCHO Amsterdam takes measures to ensure that a request can be made to access, update, correct or delete your Personal Data, that a copy can be requested and that its use can be limited.

You have the right to view, correct or delete your personal data. In addition, you have the right to withdraw your consent to the data processing or to object to the processing of your personal data by OCHO Amsterdam BV and you have the right to data portability. This means that you can submit a request to us to send the personal data we have about you in a computer file to you or another organization mentioned by you.

You can send your request to withdraw your consent or objection to the processing of your personal data to [sales@ochoamsterdam.com](mailto:sales@ochoamsterdam.com).

Before fulfilling your request, we may ask you for additional information to verify your identity and ensure security. This can be a request to send a copy of your proof of identity with the request. Make your passport photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), passport number and Citizen Service Number (BSN) black in this copy . This is to protect your privacy. We will respond to your request as soon as possible, but within four weeks. After termination, your account can no longer be used and all associated data will be permanently deleted. OCHO Amsterdam is no longer able to recover the account or retrieve the data.

## **Questions and complaints**

If you have any questions or concerns about how OCHO Amsterdam collects, uses or discloses Personal Data, or if you believe that OCHO Amsterdam has failed to comply with this Privacy Policy or applicable data protection laws, please contact us. on. You can find our contact details at the end of this Privacy Policy .

The staff of our Data Protection Officer will investigate your complaint and determine whether there has been a violation and what action, if any, should be taken. OCH Amsterdam takes all complaints about privacy seriously and we will do everything reasonable to resolve your complaint as quickly as possible and in accordance with applicable law.

You can always complain to your data protection authority, but we ask you to contact us to receive so that we can try your complaint satisfactorily remedy.

OCHO Amsterdam BV would also like to point out that you have the opportunity to file a complaint with the national supervisory authority, the Dutch Data Protection Authority. You can do this via the following link: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

### **Storage**

Your Personal Data may be retained for as long as your User Account is active or in accordance with this Privacy Policy , or for as long as necessary to provide our Services.

Your Personal Data may also be retained after you have deactivated your User Account and/or no longer purchase specific Services or goods, if and to the extent necessary to comply with legal obligations or to settle disputes relating to our Users, or to prevent fraud and abuse, or to enforce our contracts.

### **How we protect personal data**

OCHO Amsterdam BV takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized changes.

OCHO Amsterdam offers secure HTTPS access to our Services. In addition, the transmission of sensitive payment information (such as credit card numbers) is secured via a connection with industry-standard SSL/TLS encryption. In addition , our service provider Siteground regularly checks the systems for possible vulnerabilities and cyber attacks and we regularly look for new methods and Services from third parties to further improve the security of our Services and the protection of the privacy of our Visitors and Users.

Regardless of all measures and efforts of OCHO Amsterdam , the protection of Personal Data can not be absolutely guaranteed. This applies in any case to the information you upload, publish or otherwise share with OCHO Amsterdam or with others. Our advice is to strong passwords to use for jo your User account. Moreover guess we can aam never provide sensitive Personal Data to us , especially when potential become known that data loss can result .

This OCHO Amsterdam Privacy Policy does not apply to external websites and services referenced from our Services

If you feel that your data is not properly secured or there are indications of abuse, please contact our customer service or via [sales@ochoamsterdam.com](mailto:sales@ochoamsterdam.com)