

# Privacy Policy Motivation International bv

## Contact details

Motivation International BV, located at Marnixkade 109F, 1015 ZL Amsterdam, is responsible for the processing of personal data as shown in this privacy statement.

### Contact details:

<https://www.motivaction.nl/en/>  
Marnixkade 109F, 1015 ZL, Amsterdam  
+31 20 589 8383

Kevin Miley is the Data Protection Officer of Motivation. He can be reached via [privacy@motivaction.nl](mailto:privacy@motivaction.nl) of tel: +31 (0)20 589 83 83

## Personal data that Motivation processes

Motivation 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 we process:

- First and last name
- Phone number
- Email address
- Function
- Field of expertise
- Company name
- Other personal data that you actively provide, for example by downloading a white paper or registering for an event.
- Location data
- Data about your surfing behavior
- Internet browser and device type

- IP address

## Motivation processes your personal data for the following purposes:

- Sending our newsletter and/or white papers.
- To be able to call or email you if necessary to carry out our services.

## Automated decision making

Motivation does not make decisions based on automated processing on matters that can have (significant) consequences for individuals. These are decisions taken by computer programs or systems, without a human being (for example, an employee of Motivation) in between.

## How long we keep personal data

Motivation does not keep your personal data longer than is strictly necessary to achieve the purposes for which your data is collected. We use the following retention periods for personal data:

**Newsletter:** As long as the person wants to follow the newsletter. Using a link at the bottom of the newsletter, the subscriber can unsubscribe from the newsletter system.

**White papers/events:** up to 1 year after downloading, this personal data will be present in our database.

## Sharing personal data with third parties

Motivation only provides to third parties and only if this is necessary for the execution of our agreement with you or to comply with a legal obligation.

## Cookies, or similar techniques, that we use

Motivaction uses functional, analytical and tracking cookies. A cookie is a small text file that is stored in the browser of your computer, tablet or smartphone on your first visit to this website. Motivaction uses cookies with 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 well and to optimize it. In addition, we place cookies that track your browsing behavior so that we can offer customized content and advertisements.

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

View our [cookie policy](#).

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

## View, modify or delete data

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

You can send a request for access, correction, deletion, data transfer of your personal data or request for withdrawal of your consent or objection to the processing of your personal data to [info@motivaction.nl](mailto:info@motivaction.nl).

To ensure that the request for access has been made by you, we ask you to send a copy of your ID with the request. In this copy, black out your passport photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), passport number and Citizen Service Number (BSN). This is to protect your privacy. We will respond to your request as soon as possible, but within four weeks.

Motivaction 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. This can be done via the following link: <https://autoriteitpersoonsgegevens.nl/en/submitting-a-tip-off-or-a-complaint-to-the-dutch-dpa>

## How we secure personal data

Motivaction takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized modification.

Access to personal data is shielded with a username and password

We use secure connections (Secure Sockets Layer or SSL) which shields all information between you and our website when you enter personal data

If you have the idea that your data is not properly secured or there are indications of abuse, please contact our customer service or via [info@motivaction.nl](mailto:info@motivaction.nl)