

## Privacy en cookie policy

Step Up Smart deems the protection of your privacy and the security of your personal data important. We will process your personal data in accordance with the provisions of the General Data Protection Regulation (AVG), as well as other applicable laws and regulations. Read more in the Privacy and Cookie policy below.

### Privacy and Cookie policy, rights

Step Up Smart processes personal data in the context of (the execution of) its services and to comply with legal obligations. Step Up Smart can also send information (whether or not on request) about its products or services (such as newsletters and invitations) by mail, e-mail, or otherwise, or by approaching clients by telephone.

At any time you can object to the use of personal data for marketing purposes and / or the (further) receipt of (certain) marketing information. You have the right to request Step Up Smart to give you insight in your personal data processed by Step Up Smart as responsible within the meaning of the AVG and / or (if applicable) to correct, supplement, delete or shield your personal data. Please contact Step Up Smart, Nachtwachtplein 1, 7242 CT Lochem (NL), or [info@stepupsmart.eu](mailto:info@stepupsmart.eu) for a request for termination of use, to view and / or correct personal data.

### Purposes

If Step Up Smart sends you an e-mail, your personal data are used to respond to your questions or comments. If you sign up to participate in a training or coaching program, to receive newsletters, or to participate in certain meetings, your personal data are used to send you the newsletter, or to register as a participant in the training, coaching program or meeting. Data left via LinkedIn can be used for marketing purposes. In connection with our commercial relationship, newsletters or invitations can also be sent to you. Step Up Smart can also process personal data to meet legal obligations, or in the context of the execution of its services.

### Cookies

This website uses cookies. This is a piece of information that a browser saves on your computer, smartphone or other device. We place cookies that are necessary to carry out the communication over the internet, or to provide a requested service (functional cookies).

We also place functional cookies in the context of the security of the website and the user. These are session cookies. These are temporary and will be deleted when you close the browser after visiting the website. We also use Google Analytics, a web analysis service offered by Google Inc. With this service, the use of our website can be analysed, for example, to check how many people visit the website and in which pages of the website one is interested. These cookies have (at this moment) a storage period that varies between the session duration and 2 years. Data that is recorded include your IP address (with the last 3 digits being masked), the number of pages visited, the time and duration of the visit, your location, the origin of the visit, type of hardware and software used, visitor interaction and your search history. The information obtained is transferred to Google and stored by Google on servers in the United States; a country that does not have the same privacy protection as the European Union. We do not use any other Google services in combination with the Google Analytics cookies.

At the bottom of this Privacy / Cookie policy you will find an overview of cookies.



## The security of your data

Step Up Smart has taken appropriate measures to protect personal data against loss or against any form of unlawful processing.

### Overview of the cookies used

Which company places the cookie	Name cookie	Goal cookie	Storage period cookie
Google Analytics (Google Inc.)	__ga: To identify unique visitors	Measure the behaviour of visitors to the website and service improvements. The following data are collected: IP address, the number of pages visited, time and duration of the visit, location, origin of visit, type of hardware and software, visitor interaction and search history.	2 years
Google Analytics (Google Inc.)	__utma: Used to distinguish visitors and sessions	Idem	2 years
Google Analytics (Google Inc.)	__utmb: Used to determine new-sessions / visitors	Idem	30 minutes
Google Analytics (Google Inc.)	__utmc: Used to determine if the user is in a new session / new visit is	Idem	During the session
Google Analytics (Google Inc.)	__utmz: For the monitoring of traffic sources and navigation	Idem	6 months
Google Analytics (Google Inc.)	__utmv: For saving custom variables	Idem	2 years