



CONTENT PARTNER
shapes your content

ONLINE PRIVACY STATEMENT

MAY 14, 2018



CONTACT

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COLORSCAN BV

At COLORSCAN BV we strive to protect your privacy. We would like you to be informed about how we could collect, use, share, and store your data, and the options you have within this.

When we offer COLORSCAN BV products or services to you or your company, we will provide an additional policy to you about how we will be using your personal data.

This Online Privacy Policy is applicable to the COLORSCAN BV websites, online applications on smartphones, tablets, and other mobile devices (hereafter known as 'apps'), as well as to your usage of and access to online services, content, and other online programs we offer to you together with our partners and which fall under this policy. If indicated, it is also applicable to offline personal data we may have access to.

Our website and apps are not meant for children aged 16 and under. We do not specifically ask for the personal data of children aged 16 and under online, and we do not aim our marketing materials at children aged 16 and under.

We may change this Online Privacy Policy from time to time. We will inform you of these changes, depending on the type of change made, in writing or by means of our website. We advise you to consult the latest online version of this policy. If we make changes to this Online Privacy Policy, we will update the 'starting date' at the top of the policy.

To which data does this policy apply?

This Online Privacy Policy describes how we (and our service partners) collect, use, share, and store personal data about you online. We collect personal online data when you:

- use or visit our websites and apps;
- take part in our online programs we offer to you in cooperation with our business partners;
- receive or answer electronic communication from us;
- look at or click on our advertisements and online content; and
- communicate with us via social media (websites) and other websites and apps.

In this policy we also explain how we could use additional data by itself, or in combination with online data.

Which personal data do we collect online and how do we collect it?

The type of personal data we collect is restricted to: your company name, ethnicity, bank account number, email address, postal address, telephone number, and invoice address.

Personal registration of employees is restricted to: name, function, title, gender, mobile and/or landline telephone number, and email address.

We (our service providers or advertisement servers of third parties) also collect data via Cookies and similar technologies. Most Cookies and similar technologies only collect anonymous data, such as how you landed on our website, or your general geographical location. Some Cookies and similar technologies do collect personal data. For

example, if you check the 'Remember Me' box when you log in to our website, a Cookie will store your login name.

We (our service providers or advertisement servers of third parties) collect data through Cookies and similar technologies in the form of:

- the device you use to browse our websites and use our apps (we could, for example, collect data about the operating system or the browser version, and the type of device you use to open electronic communications from us);
- the IP-address, and data in relation to that IP-address (such as domain information, your internet provider, and general geographic location);
- your browsing history on our websites or apps (such as what you search for, the pages you visit, how long you stay, and how often you return);
- the way in which you search for our websites or apps, which website or app you visited first, and which of our business partners' websites you visit;
- which advertisements or online content by us or our business partners you look at, open, or click;
- which of our electronic communications you open and which elements you click (for example, how many times you open the communication); and
- the location of your mobile device.

How do we use the data we collect about you?

We could use the online data we collect

about you independently or in conjunction with other data: (i) if this is necessary to meet or fulfil a judicial requirement, (ii) for our legal interests, such as the establishment, application, or defence against judicial claims, to prevent fraud, and/or to improve our services, or (iii) for marketing purposes, if we have the appropriate permissions from you. We use your data, more specifically, to:

- deliver products and services, designed to:
- recognize you when you return to our website, or make use of our SaaS solutions;
- inform you about new functions and benefits;
- answer questions and respond to requests on our websites and apps, and on websites of third parties (including social media);
- use the location and technical specifications of your mobile device and browser to prevent fraud, or for other location-specific services you request;
- improve our websites and apps and make them easier to use;
- advertise the products and services of COLORSCAN BV and our business partners, and present them in order to:
- present content which has been tailored to your interests, including targeted marketing;
- send or offer you advertisements, offers, promotions, CS privacy policies, or other CS materials;
- analyse whether our advertisements,

- offers, and promotions are effective;
- help determine whether you might be interested in new products or services;
- perform analysis or research, in order to:
- understand our customers and website-users better;
- give you the chance to give feedback concerning our products and services, and those of our business partners;
- produce data analysis, statistical analysis and reports;
- evaluate our products and services, and adjust them accordingly.

How do we share your data?

Some online data and other data is personal data.

We do not share your personal data with anyone, unless as specified below. We only share your personal data with your permission, or when required by a relevant law, such as:

- with our service providers, regulatory organizations, law enforcement, and governmental agencies in order to detect and prevent fraud or criminal activity, as well as protect the rights of COLORSCAN BV and others; within the COLORSCAN BV group;
- with our service providers who provide services such as targeted advertising and help us with our business activities;
- with business partners or co-brand partners with whom we offer, adjust,

- or develop products and services together or independently (but they are not permitted to use your personal data to independently offer you their own products and services, unless you have given them permission to do so);
- in the context of the sale of all or parts of COLORSCAN BV group or their activities; or for specific products or services, if you have given your permission for this.

What are your rights?

You have the right to access your personal data, and to alter and/or delete it. You also have the right to alter or protest the usage of your personal data in the following manners:

- you can withdraw your permission for our usage of your personal data at all times;
- you can limit or protest our usage of your personal data;
- you can request a copy of the personal data we hold for you.

If you would like to make use of these rights, or have questions about how we process your personal data, get in touch with us.

Do you have questions about the Online Privacy Policy, or would you like to make a complaint?

If you have questions about this Online Privacy Policy or how your personal data is handled, you can contact us at 088-0107900, Mike Weijsters.

Definitions:

Advertising servers of third parties – companies that offer technology for placing advertisements on websites and apps, and keep track of how these advertisements perform. These companies could place and use Cookies on your device. The information these companies collect on our websites does not personally identify you.

COLORSCAN BV (we, us, our) – an affiliated company, subsidiary, joint venture, and each company that is property of or is controlled by J.i.B. BV, such as: CS Content Partners BV, CS Interactive BV, CS Publishing and Media, and Idealogic Europa BV.

Co-brand partners/business partners – companies with whom we work together to offer services, such as: Diskad BV, Publish One, Woodwing BV, Graphit BV, printer Wilco BV, Change Venture BV, and affiliated companies which are subsidiaries of these companies.

Cookies and similar technologies – a Cookie is a small text file placed on the hard disk of your computer. We can place Cookies when you visit our website, or websites of other companies featuring our advertisements, or when you make purchases, requests, or personalise your online experience, or when you register for certain services. If you accept the Cookies used on our website, websites managed for us by a different company, or websites featuring our advertisements, you give us

access to information about your interests. We can use this information to personalise your experience. Similar technologies, such as webbeacons, pixels, gifs, and tags, function in a similar way. We use the term Cookies and similar technologies in this policy to refer to all technologies that collect data in this manner.

Service provider – each supplier, third party and/or company that supplies services or performs company activities in our stead, such as printing, mailings, and other communication services (email, direct mail, etc.), marketing, data processing and outsourced technologies, management, providing services, collection, advertisement maintenance, or in the form of auditors, consultants, accountants, and professional advisors.

Aggregated data – data or information in relation to multiple individuals that has been combined or put together so that the individual cannot be recognized. Aggregated data includes data we have created or composed from several sources, amongst which credit card transactions or certain data from Cookies and similar technologies.

Anonymous data – data or information used in such a way you cannot be personally identified by a third party (for example, by means of a pseudonym). We often derive anonymous data from personal data. It includes data from several sources, amongst

which credit card transactions or certain data from Cookies and similar technologies.

Targeted advertisement – advertisement that we, or our service providers, feature on websites outside of the COLORSCAN BV group, based on preferences or interests derived from our data from a certain computer or device in relation to your usage of website pages during a certain time period and on different websites, or, more generally, from data available to us internally (such as, for example, transaction data).

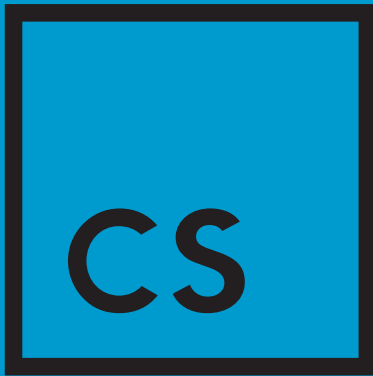
IP-address – a number assigned to a device when it connects to the Internet.

Online data – data or information collected on websites and apps of COLORSCAN BV and on websites and apps of third parties, in relation to topics concerning our company. Online data can consist of personal data, aggregated data, and anonymous data.

Personal data – all data relating to an identified, or identifiable, natural person, such as name, addresses, telephone number, and email address, and other data specific to that individual such as demographic information and transaction data.

Online Privacy Policy

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**SHAPES
YOUR
CONTENT**