

A large, abstract yellow graphic consisting of several overlapping, rounded shapes that create a sense of movement and depth, extending from the bottom left towards the top right of the page.

**innovam**  
*moves you forward*

# INNOVAM COOKIE AND PRIVACY STATEMENT

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This is both the Cookie and the Privacy Statement of the VAM foundation, operating under the name Innovam, registered at the Chamber of Commerce under number 30117631, regarding the website [www.innovam.nl](http://www.innovam.nl) and all other websites of Innovam, including but not limited to [www.ibki.nl](http://www.ibki.nl), [www.innovam-international.com](http://www.innovam-international.com), [www.wepowerpeople.nl](http://www.wepowerpeople.nl), [www.webuildretail.com](http://www.webuildretail.com), and [www.examenservices.nl](http://www.examenservices.nl)

The Privacy Statement concerns the data processing by Innovam by means of the customer system and the Innovam websites as well as the apps used by Innovam.

The Cookie Statement regards the use of cookies by Innovam.

Innovam respects the privacy of all its customers and all users of its website(s). We ensure that the personal information that you provide, is treated confidentially.

This Statement only applies to the services and websites of Innovam. Innovam is not liable for the privacy policy of other sites, which do not belong to Innovam but which can be reached via a link on our website(s). We recommend you to consult the privacy statement and disclaimer of third-party websites when accessing them via our website(s).

## PROCESSING PERSONAL DATA (PRIVACY STATEMENT)

### USE OF OUR SERVICE(S)/WEBSITE(S)

When you register for the services of Innovam or visit one of our websites, we may request that you provide personal data. These personal data are stored in the Innovam customer system and are used to enable us to provide our services to you, or to inform you about Innovam products and services. Your email address will only be used for that purpose if you have given us your prior consent. You can stop receiving Innovam emails at all times by using the method indicated in the email concerned.

In principle, your personal data will only be used by Innovam. Innovam does not forward your personal data to third parties without your consent, unless we are obliged to do so based on legal reasons or a court ruling or if it is required for the implementation of an agreement between you and Innovam.

You have the opportunity to consult your personal data and to shield, modify or remove them. Please contact us if you wish to do so ([innovam.nl/contact](http://innovam.nl/contact)). If you no longer wish to receive information by email, at any time, you can unsubscribe using the link at the bottom of the email.

### STORAGE PERIOD

Innovam does not store your data longer than required for the purposes for which they were collected and processed.

## **COOKIE POLICY**

For its website(s), Innovam uses two types of cookies: technical cookies and external tracking cookies.

The technical cookies are necessary for the correct operation of the website, e.g. the log-in status or the shopping cart. These cookies will 'disappear' when you close your browser. The user behaviour is also registered for later analysis with the intention to optimise the usability of the websites and to better tune them to your use. The effectiveness of online campaigns is calculated.

In addition, the sites also use external cookies on some pages. These make it possible to share certain webpages through your social media for example, but they also provide us with an insight in the website behaviour. We can thus further optimise our website(s) and better adapt them to your use. The data we thus collect are never sold on to third parties and are only used to analyse the use of our website(s).

### **OVERVIEW OF EXTERNAL COOKIES USED**

#### **Google analytics**

Google Analytics is a free service provided by Google. Detailed statistics on the visitors of a website are kept for marketers:

- data collection: anonymous (ad serving domains, browser type, demographics, language settings, page views, time/date). Pseudonymous (IP address);
- data shared: anonymous data are shared with third parties;
- data storage: not public.

#### **Add This**

With the AddThis button found on webpages, you can simply share this information through your social media. It shows statistics about the use and activities on sharing information and helps visitors to create a buzz to increase website popularity and ranking:

- data collection: anonymous (browser type, page views, referring URL, site traffic, time/date). Pseudonymous (IP address, unique device ID);
- data shared: aggregate data are shared with third parties;
- data storage: not public.

## **MODIFICATIONS**

Both the Cookie and Privacy Statement can be modified without prior notice by modifications in Innovam's management. It is therefore recommended to consult these Statements regularly.