

Your privacy is very important to PanPodia. The company responsible for collecting your data is Life foundation, Bergseweg 28, 3633 AK Vreeland, The Netherlands, Europe, NL8600.38.440.B.01. PanPodia strives to protect your privacy and to handle the personal information provided confidentially and with care. This privacy statement informs you of our policies regarding the collection, use and processing of personal information we receive from users of the site.

By using the website, you agree (either by sharing your personal data or through opt-in) to the collection, processing and use of personal data in accordance with this privacy policy.

#### Types of personal data

PanPodia may collect and process the following personal data:

- First name
- Last name
- Company name
- Company address
- E-mail address
- Telephone number
- Language preferences

In addition, PanPodia collects anonymous information regarding your use of the PanPodia website. This may include information about the type of browser used, pages visited, IP-address, location etc. You cannot be identified by this information. The use of this information is limited to collecting statistics on website use.

#### Collection and processing of personal data

In some cases, PanPodia may ask you to provide personal information. This information might be used to further inform you about our services or any news concerning PanPodia. This also includes data provision in the context of a call for tender or the exchange of business cards.

Should you object to this, you can always send us an e-mail at [hello@PanPodia.com](mailto:hello@PanPodia.com) or contact us at PanPodia, Life foundation, Bergseweg 28, 3633 AK Vreeland, The Netherlands, Europe, to let us know that you want to stop this type of communication. At any moment and in the same way, you can also ask to look into or change the collected data, or report your opposition to the data processing. Unsubscribing to our newsletter or adjusting your communication preferences is possible by clicking on the “unsubscribe” link provided in every PanPodia e-mail.

Should you have any questions regarding this privacy policy or the way PanPodia collects, uses or processes personal data, you can contact us using the addresses mentioned above.

PanPodia is responsible for the processing of personal data collected on the website and may also outsource the processing to external processors. In both cases, PanPodia will take all necessary measures to ensure the safety and privacy of the data processing. With the exception of these external processors, your data will never be passed on to third parties, unless a court order was issued to provide this data.

#### Use and storage of personal data

PanPodia may use your personal data for the following purposes:

- To send direct marketing and advertising, updates and promotional offers according to your communication preferences
- To optimize the quality, management and content of the website
- To create statistical documents
- To draw up a tender
- To conduct customer satisfaction research, surveys and other types of market research
- To detect lookalike profiles, unless you have explicitly objected this use

Unless a longer retention period is required or justified by the law or by the enforcement of other legal obligations, PanPodia will not retain your personal data any longer than necessary to obtain the goals or uses listed above.

#### Protection of personal data

PanPodia commits itself to undertake reasonable, physical, technological and organizational precautionary measures to prevent any unauthorized access, loss, misuse, change of/to your personal data.

In the exceptional case that your personal data is breached or lost, PanPodia commits itself to report this loss or breach within 72 hours and to take the necessary action to prevent further damage.

#### Cookies

The Cookie Law has been in force in Europe since the 5th of June 2012. This law requires websites to clearly and adequately inform its users about cookies.

#### *What is a cookie?*

Cookies are small text files that are saved on a user's computer when that user visits a website.

A distinction is made between permanent and temporary cookies on the one hand, and between direct and indirect cookies on the other hand. Cookies are permanent when they remain on the user's computer, even after the browser was closed. Direct cookies are sent by the website itself, whereas indirect cookies belong to third parties.

Some kinds of cookies can remember functional preferences such as the user's language preference. Some cookies analyze information such as the amount of visits on a website. Other cookies might be used for marketing purposes.

#### *Functional cookies*

The functional cookies (both permanent and direct) on the PanPodia website are cookies that are necessary for the website to function and register the preferences set by users (such as language preference) and to recognize returning visitors.

#### *Analytical cookies*

This website also uses Google Analytics, a web analytics service offered by Google Inc. ("Google") for statistical purposes. Google Analytics uses cookies to analyse how users interact with the website. The information these cookies generate about your use of the PanPodia website is transported by Google to its servers in the United States. Google uses this information to draw up website activity reports for PanPodia.

Google is not allowed to share this information with third parties unless it is legally obliged to do so. Google will not combine your IP-address with other data of the same user at their disposal. By accepting this privacy policy, you give Google the permission to process your information in the way and for the purposes mentioned above.

Google guarantees its compliance with the Safe Harbor principles and is affiliated with the American Department of Trade's Harbor programme.

If you do not want any data about your visit to the website to be passed on to Google Analytics, you can download and install the [Google Analytics Opt-out Browser Add-on](#). More information about privacy in Google Analytics is available [here](#).

Analytics cookies used:

- [\\_GA](#)
- [\\_GID](#)
- [\\_UTMA](#)
- [\\_UTMZ](#)

#### *Tracking Cookies*

These cookies keep track of the pages you visit to build up a profile of your online behavior. This profile can be linked to data such as your name, address or e-mail address.

#### *Ad targeting cookies*

These third party cookies are placed on advertising platforms or networks to:

- Display and follow up on advertisements
- Allow advertising networks to show adverts that are relevant for you, based on your previous activity (this is also referred to as "behavioral" or "direct" advertising)

They are usually installed by third party advertising networks with the consent of a website operator. They can remember that you visited a certain website and this information may be shared with other organizations, such as other advertisers. However, they cannot define who you are, because the collected data is never linked to your profile.

"Retargeting" is a way of advertising based on interests, which allows us to show advertisements based on your previous browsing activity on our website. This allows us to advertise to people who have previously visited our website. These cookies are usually installed on your device by third party advertising networks. These are some of the most important external networks we work with:

- [Facebook](#)
- [LinkedIn](#)
- [Google Adwords](#)
- Without these cookies, the online advertisements you see would be less relevant for you and your interests.

#### *Deleting or turning off cookies*

This privacy policy may be adjusted, without prior warning, in function of legal or other evolutions. Adjustments take effect as soon as they are communicated on this website.

#### Privacy policy updates

Deze Privacy Verklaring kan, zonder voorafgaande verwittiging, aangepast worden in functie van wettelijke of andere evoluties. Wijzigingen treden in van zodra zij op deze website kenbaar worden gemaakt.

#### Complaints

Should you have any complaints about the way PanPodia collects, uses and/or processes your personal data, you can file a complaint with the Privacy Commission.