Online Privacy statement

The Holland Office for Personal Encouragement Foundation (HOPE Foundation), established in Rijswijk, is responsible for the processing of personal data as described in this online privacy statement.

**Contact details**  
Stichting HOPE  
Sir W. Churchilllaan 289F45NL-2288 DB Rijswijk, The Netherlands+31 (0)15 7440212  
For all matters concerning data protection, please contact [info@hope-foundation.nl](mailto:info@vriendenvanhopeflowers.nl)

**The personal data that we process**  
HOPE Foundation processes your personal data because you use our website and/or services (such as newsletters) and/or because you provide them to us yourself (such as when making a donation – online or otherwise).

Below you will find an overview of the personal data that we may process (depending on your activities on our website and social media and in contact with us by phone, email or visit):  
• First and last name (if you enter it, for example when donating or subscribing to the Newsletter)  
• E-mail address (if you enter it, for example when donating or subscribing to the Newsletter)  
• Bank account number (if you make a payment / donation to us)  
• Other personal data that you actively use for example by filling in details on the website, in correspondence (whether or not via email) and by telephone

The following data may be processed for analytical purposes; if we collect it ourselves, we will only do so in anonymised form:  
• IP address (incomplete); not traceable to individual users  
• Location data, coarse-grained (country, city/region); not traceable to geographical coordinates  
• Data about activities on our website (such as pages visited; length of stay; time of day); not traceable to an individual user  
• Data about surfing behaviour about across different websites (for example, if you go to our website via a link from our Facebook page ); not traceable to individual user  
• Internet browser and device type; Not traceable to an individual user

We have no influence on data collected by social media platforms on which we are present.

**Special and/or sensitive personal data that we process**

**Our website and/or service does not intend to collect data about website visitors who are younger than 16 years old. Unless they have permission from parents or guardians. However, we cannot verify that a visitor is over the age of 16. We encourage parents to be involved in** their children's online activities in order to prevent the collection of information about children without parental consent. If you are convinced that we have collected personal data about a minor without such consent, please contact us at [info@hope-foundation.nl](mailto:info@vriendenvanhopeflowers.nl) and we will delete this information.

**Purpose and basis for why we process personal data**  
The HOPE Foundation processes your personal data for the following purposes:  
• Processing your payment  
• Sending our newsletter and/or information and/or campaign updates  
• To be able to call or e-mail you if this is necessary to be able to perform our services  
• Analyzing and improving website on social media pages to better tailor information and services and to improve online campaigns

**No automated decision-making**  
The HOPE Foundation does not make decisions on the basis of automated processing on matters that may have (significant) consequences for individuals. These are decisions that are made by computer programs or systems, without human involvment.

**How long we keep personal data**

The HOPE Foundation does not store your personal data any longer than is necessary to achieve the purposes for which your data is collected. We use the following retention periods for the following (categories of) personal data:

Category: Retention period + Reason  
• First and last name: until un-subscription from the Newsletter – to be able to generate personalized Newsletter;  
 or: 7 years – related to payments, required term Tax and Customs Administration  
• Email address: until un-subscription from the Newsletter – to be able to send Newsletter  
• Bank account number: 7 years – related to payments, required term Tax and Customs Administration  
• Address: 7 years – if related to payments, required term Tax and Customs Administration

We only store data about internet surfing behaviour in anonymised form, so it cannot be traced back to a person; We store this data for 13 months.

**Sharing personal data with third parties**  
The HOPE Foundation does not sell your data to third parties, and only shares data if and insofar as this is necessary for the execution of agreements with you or to comply with a legal obligation. We enter into a processing agreement with companies that process your data on our behalf to ensure the same level of security and confidentiality of your data. The HOPE Foundation remains responsible for this processing.

**Cookies, or similar techniques, that we use**  
The HOPE Foundation 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 when you first visit this website. The HOPE Foundation uses cookies with a 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 properly and to be able to optimize it. In addition, there are cookies that keep track of surfing behavior so that we can improve the website and monitor online campaigns.

When you first visit our website, we will inform you about these cookies and ask for permission to place them.

You can opt-out of cookies by category on our website, or by setting your internet browser so that it no longer stores cookies altogether. On our website you will also find our Cookie Policy with an overview of all cookies per type, what they are used for and how long they are stored. In addition, you can also delete all information that has been previously stored through your browser's settings. For an explanation of cookies, see: <https://veiliginternetten.nl/themes/situatie/cookies-wat-zijn-het-en-wat-doe-ik-ermee/>

**Newsletters  
All email newsletters we send contain a link that allows you to unsubscribe.**

**Viewing, modifying or deleting data  
You have the right to view, correct or delete your personal data. In addition, you have the right to withdraw your consent for the data processing or to object to the processing of your personal data by** the HOPE Foundation and you have the right to data portability. This means that you can submit a request to send the personal data we have about you in a computer file to you or another organisation named by you. You can send a request for inspection, correction, deletion, data portability of your personal data or request for withdrawal of your consent or objection to the processing of your personal data to [info@hope-foundation.nl](mailto:info@vriendenvanhopeflowers.nl).

To ensure that the request for access has been made by you, we ask you to enclose a copy of your passport 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.

The HOPE Foundation would also like to point out that you have the possibility to file a complaint with the national supervisory authority, the Dutch Data Protection Authority. You can do so via the following link: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

**How we protect personal data**  
The HOPE Foundation takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized changes. As an example of the measures used, we mention: SSL connection, strong passwords, 2FA, backup, firewall, malware scan, attack detection – this list is indicative and not exhaustive. If you believe that your data is not properly secured or you have indications of misuse, please contact [info@hope-foundation.nl](mailto:info@vriendenvanhopeflowers.nl)

**Data processing agreements**  
HOPE Foundation has a generic data processing agreement with the hosting company where our website runs. For our accounts with payment providers, the respective terms and conditions, privacy policy and payment agreements of these service providers apply. They all indicate that they act in accordance with the GDPR (in the Netherlands: AGV) for residents of the EU.   
For our accounts on social media platforms, the respective terms and conditions and privacy conditions of these service providers apply. It is well known that these conditions are frequently and unilaterally amended and that it is difficult to monitor their actual operation.

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