

PRIVACY NOTICE

valid as from 1 JANUARY 2018

This is the Privacy Notice of Brand-and-Story B.V. ('B+S'), registered at the Dutch Chamber of Commerce under number 58175199. This Privacy Notice describes how we process personal data via our client database as well as via our website 'www.Brand-and-Story.com'. It also elaborates on the usage of cookies by our website.

1. General

B+S respects the privacy of all our clients and users of our website. We ensure that any personal data that you provide to us will be treated confidentially. This Privacy Statement only applies to the services that are being offered by B+S, it does not apply to websites that can be reached via links on the B+S website. We recommend that you always check the privacy statement of third party websites that you reach by clicking on a link on our website. You are no longer on our website when the URL in the browser has changed.

2. Data processing

2.1 We will ask you for personal data when you register yourself for one of our services. This data will be saved in our client system and is used to deliver the requested services to you.

2.2 Your personal data will also be used to inform you about our products and services. Your email address will only be used for mailings when you give us permission to do so. You can change your preference at all times by using the 'unsubscribe' link at the bottom of the mailing.

2.3 Your personal data will only be used by B+S – it will not be shared with third parties without your permission unless we are legally obliged to do so, the court summons B+S to share personal data, or if data sharing is necessary to deliver the

agreed services or products.

2.4 You can always look into your details, change or delete them. If you wish to do so, please contact us via contact@brand-and-story.com.

2.5 If you no longer wish to receive information via mail, you can unsubscribe from mailings by clicking on the 'unsubscribe' link at the bottom of the email.

3. Saving terms

B+S will save and process your personal data as long as necessary to execute the agreed services and products.

4. Cookies

4.1 Our website uses cookies to enable us to improve and bespoke our services to the preference of our website visitors. To allow us to place cookies, your permission is requested.

4.2 A cookie is a piece of information that your browser saves on your desktop, smartphone or any other tool that you use to visit our website. A tracking cookie will also save this information on the server of the website host or the server that is used by B+S. Cookies allow a visitor e.g. to automatically log onto a website, but it also allows B+S to improve her services by analyzing your visit. Cookies do not harm your computer and you can choose to disable them at all times. Cookies remain valid until you remove them.

4.3 The B+S website carefully processes obtained information by cookies and will ensure that all data processing will comply with regulatory guidelines. Data that is saved through cookies, cannot be traced to individuals and will only be shared on an anonymous base with third parties like Google. The website of B+S is not responsible or accountable for cookie usage by third parties, like websites that can be visited by

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clicking on a link on the B+S website or social media like YouTube, Kampyle, Twitter, LinkedIn, Facebook, and others, which the visitor can approach via the B+S website.

5. Changes

This Privacy Notice can be changed at all times without a (pre-)announcement when internal B+S changes require it to be updated. We hence recommend to review our Privacy Statement on a regular base.