

Privacy Policy and Cookie Policy

The General Data Protection Regulation (GDPR) is a European regulation that replaced the Dutch Data Protection Act (Wbp) on May 25, 2018. Personal data refers to information that relates to a person or can be traced back to a person. On The Chain processes personal data and treats it with respect. We would like to inform you clearly and transparently about this. Below you can read how we handle your personal data.

Whose personal data does On The Chain process?

We process personal data of people with whom we have, want to have, or have had a direct or indirect relationship. These include, for example, the personal data of:

- a. People who show interest in our services and/or products.

For what purposes and how long does On The Chain process personal data?

- b. To establish a relationship with you.

If you are considering using a service or purchasing a product, we need personal data. The data we initially receive from you via one of our contact forms, registration forms, or by email, will only be used within On The Chain for the steps necessary to offer our services or products.

- c. To maintain the relationship and execute agreements.

If you have entered into an agreement with On The Chain via a registration form, we want to serve you well. For the proper execution of that agreement, we process personal data. We use your name and address to maintain contact. We also record our communication in email correspondence. By signing the registration form, you give permission to process your personal data.

- d. For development and improvement purposes.

We may also use the data we have recorded about you to carry out analyses. With the help of these analyses, we can improve the service we provide to you and other clients.

- e. To comply with legal obligations.



Your data is retained by On The Chain for a longer period, but never longer than necessary for carrying out activities, unless we are required by law to keep your data longer.

- f. For archival purposes.

We do not collect more personal data than necessary for the above-mentioned purposes. If we do not retain the data for those purposes, we may still need to store it for archival purposes. This means the data may only be used in legal proceedings or to meet statutory obligations.

What personal data does On The Chain collect?

The personal data collected are: First name(s), Last name, Address, Email address(es), Phone number(s), and for business contacts also Billing address, Company name, and Chamber of Commerce (KvK) number.

Where and with what security does On The Chain process personal data?

- a. On The Chain servers

Your personal data on contact forms, registration forms, and invoices are stored on On The Chain servers. The servers are protected with a username and password and, where possible, combined with two-factor authentication.

- b. Microsoft, Mailchimp, Hubspot, and Umbraco

On The Chain's email and websites are hosted by Microsoft and Umbraco. If you contact us via email, a contact, registration, or introductory form, the relevant emails and forms are stored on Hubspot servers and Microsoft servers. If you have subscribed to our newsletter, your email, first name, and last name will also be stored in Mailchimp. The On The Chain domain is secured with a username and password, and, where possible, two-factor authentication. Read the privacy policies of Microsoft, Mailchimp, Hubspot, and Umbraco for more information about the data they collect.

How does On The Chain handle my personal data?

Your personal data is carefully stored and not retained longer than necessary for the purpose for which it was processed. Within On The Chain, your personal data can only be used by employees who, given their role, must have access, such as coaches and administrative staff. Our employees are bound by confidentiality. Group emails are only sent via Bcc, unless otherwise agreed.

Does On The Chain process special categories of personal data?

- a. On The Chain may use a photo of employees on the website to give a personal face to the company, provided the employee has given consent.
- b. On The Chain does not process other special categories of personal data.

Are my personal data shared with third parties?

- a. Your personal data will not be shared with third parties without your prior written consent.
- b. Your personal data will not be sold or rented out.

Do I have access to the personal data On The Chain processes about me?

You have the right to request access to your data at any time. You can submit a request by email to support@onthechain.nl. You will then receive an overview of your data. You can also request rectification, transfer, or deletion of your data.

How does On The Chain use cookies?

A cookie is a small file sent with pages from this website and stored by your browser on your computer's hard drive. We use cookies to remember your settings and preferences. A cookie does not give us access to your computer and only provides the information you share with us.

We use technical and functional cookies on our website. We do not use advertising cookies. Visitors cannot receive third-party advertisements via our site.

We also use analytical cookies to allow Google to provide insights into how our website is used, to generate reports on usage and visits, and to provide us with information about the effectiveness of our content.

Overall, cookies help us provide you with a better website by allowing us to identify which pages you find useful and which you do not. Cookies do not give us access to your computer or any information about you.

If you prefer not to store cookies on your computer, you can disable them in your browser. Instructions can be found here (Dutch): <https://www.consumentenbond.nl/internet-privacy/cookies-verwijderen>.

Google Analytics and your data

General visitor data is recorded on the website. This data is used for statistical analyses of visitor and click behavior. We also use it to optimize the website's operation. We anonymize this data as much as possible. It is not provided to third parties.

We use Google Analytics to monitor how users use the website. The visitor data we send to Google Analytics is anonymized. Visitor data cannot be traced back to individuals. Read Google's privacy policy for more information about the data collected.

How does On The Chain handle a possible data breach?

We handle your personal data carefully. If data is accidentally sent to the wrong person, a data breach may have occurred. In some cases, we must report this to the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) and the UWV.

Can On The Chain change this document?

On The Chain fully complies with the GDPR and any additional regulations regarding the processing of personal data. This also applies to any rights not mentioned in this document or any inaccuracies.

Yes, our privacy policy and cookie policy are regularly reviewed and updated. If new data processing activities are introduced, we will amend the privacy policy accordingly. We advise you to check periodically to ensure you still agree with our policy. The most current version can always be found at <https://onthechain.nl>.

Where can I submit a question or complaint?

For questions or complaints about the processing of personal data by On The Chain, you can contact our Privacy Officer:

John-Paul Straver

Tel: +31 (0) 85 004 11 22

E-mail: john-paul@onthechain.nl

You also have the right to submit a complaint about the processing of your personal data by On The Chain to the Dutch Data Protection Authority.