

Data protection provisions about the application and use of LeadBoxer

On this website, the controller has integrated components of LeadBoxer. The LeadBoxer components automatically recognize and qualify companies who visit a website. The LeadBoxer component allows the operator of a website that uses the component to generate leads, thus qualifying potential new customers.

The operating company of LeadBoxer is LeadBoxer BV, Singel 542, 1017 AZ, Amsterdam, The Netherlands.

We use a LeadBoxer tracking pixel. A tracking pixel is a miniature graphic embedded in a web page to enable log file recording and log file analysis to subsequently perform a statistical analysis. LeadBoxer also sets a cookie on the information technology system of the data subject. The definition of cookies is explained above. The setting of the cookie enables us to analyze the usage of our website.

Using the data obtained, usage profiles are created. The usage profiles are used for the purpose of analyzing visitor behavior and enabling an improvement of our Internet offer. Data collected through the LeadBoxer component are not used to identify the data subject without first obtaining a separate and explicit consent from the data subject. These data will not be merged with personal data or with other data which contains the same usage profile.

By default, LeadBoxer identifies the companies, not the individuals, who are accessing the website, and presents firmographic information. Personal information is only collected and stored based on opt-in preferences. With each call-up to one of the individual pages of this website, the Internet browser on the information technology system of the data subject is programmatically requested to submit data for the purpose of online analysis to the LeadBoxer component. During the course of this technical procedure, LeadBoxer gains knowledge of visitor information, such as the requesting IP address, which inter alia, serves to understand the origin of visitors and clicks. The cookie is used to store anonymized information, such as the access time, and the frequency of visits to our website.

With each visit of our Internet pages, these visitor data, including the IP address of the Internet access used by the data subject, are logged and stored by the LeadBoxer server. The data subject may prevent the setting of cookies through our website at any time by means of a corresponding adjustment of the web browser used and thus permanently deny the setting of cookies. Such an adjustment to the Internet browser used would also prevent LeadBoxer from setting a cookie on the information technology system of the data subject. In addition, cookies already in use by LeadBoxer may be deleted at any time via a web browser or other software programs.

If the controller chooses "LeadBoxer" as lead and/or customer identification option for their website and email behaviour we may transmit personal data of the data subject to LeadBoxer. By implementing this lead and customer platform option, the controller agrees to the transfer of personal data required for lead and customer identification. The personal data transmitted to LeadBoxer is usually first name, last name, email address, IP address, or other data necessary for lead identification processing. The transmission of the data is aimed at lead and customer identification. The controller can transfer personal data to LeadBoxer, in particular, if a legitimate interest in the product or service of the controller is given.

Further information and the applicable data protection provisions of LeadBoxer may be retrieved under <https://www.leadboxer.com/privacy/>

Email tracking (optional)

Our emails or newsletter(s) may contain so-called tracking pixels. A tracking pixel is a miniature graphic embedded in such e-mails, which are sent in HTML format to enable log file recording

and analysis. This allows a statistical analysis of the success or failure of online marketing campaigns. Based on the embedded tracking pixel, LeadBoxer may see if and when an e-mail was opened by a data subject, and which links in the e-mail were called up (clicked on) by data subjects.

Such personal data collected in the tracking pixels contained in the newsletters are stored and analyzed by the controller in order to optimize the shipping of the newsletter, as well as to continuously adapt the content of future newsletters to the interests of the data subject. These personal data will not be passed on to third parties. Data subjects are at any time entitled to revoke the respective separate declaration of consent issued by means of the opt-in procedure. After a revocation, these personal data will be deleted by the controller. We will automatically regard a withdrawal from the receipt of the newsletter as a revocation.