

## PRIVACY NOTICE – LABYRINTH ONDERZOEK & ADVIES

### GENERAL INFORMATION

Onderzoeksbureau Labyrinth B.V. is an independent research firm that offers a wide variety of qualitative and quantitative social research services. While carrying out our research, we process personal data acquired through our customers or collected through fieldwork. In some cases we work together with other companies or organisations in order to conduct our business.

The careful handling of personal information is a top priority for Labyrinth. Labyrinth is compliant with the regulations and requirements laid out in the General Data Protection Regulation (“GDPR”) issued by the European Union. As such, Labyrinth ensures that the privacy of all people whose personal data has been collected by Labyrinth will be upheld at all times, and Labyrinth always ensures that:

- the purpose of collecting or processing personal data is always clearly stated;
- personal data will only be used for the specified purpose;
- when necessary, explicit permission is requested in order to process any personal data;
- personal data will never be shared with third parties without permission, unless this is permissible in order to conduct our requested business or when we are legally required to do so;
- fitting organisational and technical measures have been put in place to ensure full protection of personal data;
- the rights of all parties concerned to view, rectify, or erase personal data are respected.

If you have any questions regarding the processing of personal data, please contact us at:

**Email:** [info@labyrinthonderzoek.nl](mailto:info@labyrinthonderzoek.nl)

**Phone:** 030 – 262 71 92 (Monday to Friday, 9:00 – 17:30)

**Mail:** Labyrinth onderzoek & advies  
Amerikalaan 199  
3526 VD UTRECHT

### PURPOSES

Labyrinth processes personal data for several purposes, such as the selection of job applicants, conducting research, or in order to keep you up to date about our activities through our newsletter. Depending on the purpose, different personal data will need to be processed.

### STORING PERSONAL DATA

We will not keep any personal data for longer than strictly necessary for the related purposes. Each form on our website that can be used to submit personal data specifies how long the data will be stored. If you choose to submit your e-mail address to sign up for our newsletter, we will keep this data until you choose to unsubscribe from our newsletter. You can unsubscribe from our newsletter by clicking the link ‘unsubscribe’ at the bottom of our newsletter.

Personal data collected when signing up for our Etnoteam will be deleted after 18 months, unless the sign-up has led to employment.

Data collected through a sign-up form on our website in order to participate in an ongoing research study will be deleted after the study's completion, unless you have given us your explicit consent to keep your personal data so we can approach you for future research.

Personal data acquired through our clients, such as samples needed for a specific research, will be carefully received and processed by Labyrinth after consultation with the client. Labyrinth always makes explicit agreements with the clients concerning the processing, storing and erasure of personal data.

Labyrinth greatly values clear communication about the way in which we collect personal data, and the purpose and duration thereof. These matters may differ for every research project and will always be communicated beforehand.

## RIGHTS OF ACCESS, RECTIFICATION OR ERASURE OF PERSONAL DATA

You may at all times request access to the personal data related to you that has been stored. Furthermore, you may request rectification of your personal data or erasure of your personal data at any times. These written requests can be sent to [info@labyrinthonderzoek.nl](mailto:info@labyrinthonderzoek.nl). To avoid misuse, we ask that you include a copy of a valid ID with your request. You may block out photo and BSN. Requests to access, rectify or erase personal data can also be handled by phone. Please call 030 – 262 71 91. For identification purposes we will ask you to supply us with several examples of the personal data known to us before we process your request. Labyrinth will process your request to access, rectify, or erase the personal data related to you within four weeks. If we are prevented from meeting this deadline, we will give adequate notice.

## COOKIE POLICY

Our website only uses Google Analytics cookies. Google Analytics uses a cookie, a small file that is saved on your personal computer. Our use of Google Analytics is in strict adherence to the GDPR, which means that no explicit permission of the user is needed: through a data processing agreement, we ensure that the final four numbers of the IP-address is hidden and no data will be shared.

Google Analytics supplies us with important statistics on the number of users, the pages visited, the traffic sources and other essential information that allows us to continuously improve our website for a better user experience. No personal information is obtained and nothing can be traced back to a specific person or user. We have opted out of 'behavioural targeting' which provides personalised content based on your previous internet usage: your internet usage is strictly anonymous. Details from contact forms will never be collected or processed by Google Analytics. We do not use other services provided by Google in combination with Google Analytics-cookies.

## CHANGES TO THIS PRIVACY STATEMENT

Labyrinth may amend this privacy statement at a later time. We recommend that you regularly review this statement so that you are aware of any updates or changes.

Utrecht, May 2018.