

# ...Privacy Statement

## VenhoevenCS architecture+urbanism

VenhoevenCS architecture+urbanism, located at Hoogte Kadijk 143 F15, NL1018 BH Amsterdam, is responsible for the processing of data as shown in this privacy statement.

This privacy statement relates to the use of the website. For questions about our privacy measures regarding staff, applicants or business relations, please contact us via [info@venhoevencs.nl](mailto:info@venhoevencs.nl)

### Contact details:

[www.venhoevencs.nl](http://www.venhoevencs.nl)

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The Netherlands  
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### Personal (anonymized) data that we process

VenhoevenCS architecture+urbanism processes your personal data when you are using our website.

Below is an overview of the anonymized data we process:

- Your location and language data
- How you use our website
- How you arrived on our website
- Type of internet browser and device

Important to mention here is that IP addresses are anonymized.

### For what purpose we process personal (anonymized) data

VenhoevenCS architecture+urbanism processes your personal data for the following purposes:

Purpose
VenhoevenCS architecture+urbanism analyzes the way people use our website in order to improve the website.
VenhoevenCS architecture+urbanism analyzes how and when people end up on our website. This way we can determine whether our marketing and communication efforts (for example on social media) are effective.

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## No automated decision-making

VenhoevenCS architecture+urbanism does not make decisions based on automated processing on matters that can have (significant) consequences for people. Automated processing concerns decisions taken by computer programs or systems, without involving a person (for example, an employee of this company).

## Limited storage of (anonymized) data

VenhoevenCS architecture+urbanism does not store data longer than strictly necessary to realize the purposes for which the data is collected. We use the following retention periods for the following (categories) of data:

Category	Retention period	Reason
Location and language data	14 months	Google Analytics
How you use our website	14 months	Google Analytics
How you arrived on our website	14 months	Google Analytics
Type of Internet browser	14 months	Google Analytics
Device type	14 months	Google Analytics

## No sharing of data with third parties

VenhoevenCS architecture+urbanism will not sell the data to third parties. VenhoevenCS architecture+urbanism will also not share the data, unless we are forced to due to legal obligations.

## Processing of data by thirds parties

We only outsource the processing of data when absolutely necessary. With companies that process the data, we have a Data Processing Agreement (DPA) to ensure security and confidentiality of the data. VenhoevenCS architecture+urbanism remains ultimately responsible for these processing operations.

With Google Analytics, we have a DPA since March 26, 2018.

The following options in this agreement are **disabled**:

- Sharing data with Google in order to improve Google products and services
- Contribute anonymous data to a collected dataset to enable features such as benchmarking and publications that help understand data trends
- Provide Google service technicians access to your Google Analytics data and account

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- Provide Google marketing specialists and your Google sales specialists access to your data and Google Analytics account
- Give all Google sales experts access to your data and account

This is in accordance with the recommendations by the Dutch Data Protection Authority for a privacy-friendly website.

Here's a link to the Dutch manual for Google Analytics provided by the Dutch Data Protection Authority:

[https://autoriteitpersoonsgegevens.nl/sites/default/files/atoms/files/138\\_handleiding\\_privacyvriendelijk\\_instellen\\_google\\_analytics\\_aug\\_2018.pdf](https://autoriteitpersoonsgegevens.nl/sites/default/files/atoms/files/138_handleiding_privacyvriendelijk_instellen_google_analytics_aug_2018.pdf)

### Cookies

VenhoevenCS architecture+urbanism uses functional and analytical cookies. A cookie is a small text file that is stored in the browser of your computer, tablet or smartphone when you visit a website. VenhoevenCS architecture+urbanism 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 well and to optimize it. In addition, we place analytical cookies with which we can analyze the effectiveness of the website. We have set up Google Analytics on our website in such a way that it anonymizes the IP addresses.

You can opt out of cookies by adjusting the settings of your internet browser so it does not store cookies anymore. In addition, you can also delete all information previously saved via the settings of your browser.

Below is an overview of the cookies that are used:

Cookie	Name	Function	Retention period
Google Analytics	_utma	Analytical cookie that measures website visits.	2 years
Google Analytics	_utmb	Analytical cookie used to establish new sessions/visits.	30 minutes from set/update
Google Analytics	_utmc	Analytical cookie that works together with _utmb to determine how long the visitor stays on the website.	Until the end of the browser session

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Google Analytics	_utmt	Analytical cookie that is used to optimize the request rate.	10 minutes
Google Analytics	_utmz	Analytical cookie that keeps track of how the visitor came to our website.	6 months from set/update
Wordpress	PHPSESSID	Functional cookie that is necessary to ensure that our website functions: it allows you to navigate through the website and use the functions on the website.	Until the end of the browser session