

# Privacy Policy

At iMPACT direct, accessible from [www.impactdirect.eu](http://www.impactdirect.eu), one of our main priorities is the privacy of our visitors. This Privacy Policy document contains types of information that is collected and recorded by iMPACT direct and how we use it.

If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us.

This Privacy Policy applies only to our online activities and is valid for visitors to our website with regards to the information that they shared and/or collect in iMPACT direct. This policy is not applicable to any information collected offline or via channels other than this website.

## Consent

By using our website, you hereby consent to our Privacy Policy and agree to its terms.

## Information we collect

The personal information that you are asked to provide, and the reasons why you are asked to provide it, will be made clear to you at the point we ask you to provide your personal information.

If you contact us directly, we may receive additional information about you such as your name, email address, phone number, the contents of the message and/or attachments you may send us, and any other information you may choose to provide.

When you register for an Account, we may ask for your contact information, including items such as name, company name, address, email address, and telephone number.

## How we use your information

We use the information we collect in various ways, including to:

- Provide, operate, and maintain our website
- Improve, personalise, and expand our website
- Understand and analyse how you use our website
- Develop new products, services, features, and functionality
- Communicate with you, either directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the website, and for marketing and promotional purposes
- Send you emails
- Find and prevent fraud

iMPACT direct will never disclose your personal data to anybody unless it's done with your prior permission or when that is necessary to comply with a lawful obligation or when information has to be disclosed to fulfil the contract. We make all the possible and necessary efforts to protect your data. However, you are personally responsible for the security of the internet connection you use.

## Log Files

iMPACT direct follows a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this and a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of the information is for analysing trends, administering the site, tracking users' movement on the website, and gathering demographic information.

## Cookies and Web Beacons

Like any other website, iMPACT direct uses 'cookies'. These cookies are used to store information including visitors' preferences, and the pages on the website that the visitor accessed or visited. The information is used to optimise the users' experience by customising our web page content based on visitors' browser type and/or other information.

## Advertising Partners Privacy Policies

You may consult below list to find the Privacy Policy for each of the advertising partners of iMPACT direct:

Bunq: [https://www.bunq.com/nl/assets/media/legal/nl/20210129\\_Privacy\\_Statement\\_NL.pdf](https://www.bunq.com/nl/assets/media/legal/nl/20210129_Privacy_Statement_NL.pdf)

PayPal: <https://www.paypalobjects.com/webstatic/ua/pdf/US/ints/privacy.pdf>

Facebook: [https://www.facebook.com/legal/FB\\_Work\\_Privacy](https://www.facebook.com/legal/FB_Work_Privacy)

Instagram: <https://help.instagram.com/519522125107875>

Twitter: <https://twitter.com/en/privacy>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

Youtube: <https://www.youtube.com/static?template=terms>

Mailchimp: <https://mailchimp.com/legal/privacy/>

Medium: <https://policy.medium.com/medium-privacy-policy-f03bf92035c9>

Google Analytics: <https://support.google.com/analytics/answer/4597324?hl=en>

Third-party ad servers or ad networks uses technologies like cookies, JavaScript, or Web Beacons that are used in their respective advertisements and links that appear on iMPACT direct, which are sent directly to users' browser. They automatically receive your IP address when this occurs. These technologies are used to measure the effectiveness of their advertising campaigns and/or to personalise the advertising content that you see on websites that you visit.

Note that iMPACT direct has no access to or control over these cookies that are used by third-party advertisers.

### **Third Party Privacy Policies**

iMPACT direct's Privacy Policy does not apply to other advertisers or websites. Thus, we are advising you to consult the respective Privacy Policies of these third-party ad servers for more detailed information. It may include their practices and instructions about how to opt-out of certain options.

You can choose to disable cookies through your individual browser options. To know more detailed information about cookie management with specific web browsers, it can be found at the browsers' respective websites.

### **How can I control cookies?**

If you visit our Website from Europe, only strictly necessary cookies and other tracking technologies will be used on our Website by default. Other cookies and tracking technologies will only be used when you consent by visiting each Website's Cookie Management Centre at where available.

Where you visit our Website from outside Europe, the cookies and similar tracking technologies mentioned above will be used by default

Internet browsers allow you to change your cookie settings via the "options" or "preferences" menu in your browser. Please note that if you set your browser to refuse or block all cookies, certain features or functionalities of our Website will be limited or unavailable to you.

Some internet browsers include the ability to transmit “do not track” signals. Because no industry standard has yet been developed with respect to “do not track,” our Website do not currently process or respond to such “do not track” signals.

You can opt out of Google Analytics without affecting how you visit our site. For more information on opting out of being tracked by Google Analytics across all website you use, visit this Google page: <https://tools.google.com/dlpage/gaoptout>.

To learn how to manage privacy and storage settings for Flash cookies, visit [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html).

Further information about deleting and blocking cookies can be found at <http://www.allaboutcookies.org>.

## **GDPR Data Protection Rights**

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access - You have the right to request copies of your personal data. We may charge you a small fee for this service.

The right to rectification - You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.

The right to erasure - You have the right to request that we erase your personal data, under certain conditions.

The right to restrict processing - You have the right to request that we restrict the processing of your personal data, under certain conditions.

The right to object to processing - You have the right to object to our processing of your personal data, under certain conditions.

The right to data portability - You have the right to request that we transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

## **Children's Information**

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity.

iMPACT direct does not knowingly collect any Personal Identifiable Information from children under the age of 13. If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.