

# Privacy Statement

Using the website [www.marasoft.nl](http://www.marasoft.nl), privacy-sensitive information known as personal information gets processed. MaraSoft considers the careful handling of personal data of great importance. Because of this we carefully process and secure all personal data. In our processing we conform to the Personal Data Protection Act (PDPA). MaraSoft is responsible for the processing of personal data. Because our process procedure fits well within the demands of the Personal Data Protection Act it is not submitted to the Dutch DPA. In this privacy statement we explain to you which personal data we collect and use and for what purpose. We advise you to read it thoroughly. This privacy statement was last updated at the 12<sup>th</sup> of November, 2022.

## Use of personal data

By using our website we will gain access to certain data you leave behind. This can be personal data. We save and use only the personal data you have submitted to us when it is clearly stated we can process this data. Although you can use our website as a company, the personal privacy act has no impact on corporate data. This is why this privacy policy is mostly meant for users who visit the website personally or as an employee.

## Analysing website visitors

The MaraSoft website gathers general visitor data, among which the IP-address of your computer and the time of requests and data your browser sends. This data is used to analyse visitor- and clicking behaviour on the website. MaraSoft uses this information to improve the functionality of the website. This data will be anonymized when possible and will not be transferred to third parties.

## Google Analytics

MaraSoft uses Google Analytics to record the usability of the website and the effectiveness of Google Ad campaigns on Google search result pages. The recorded information is including the address of your computer (IP-address) transferred and stored at Google servers in the United States. Please read the Google privacy policy for more information. You can find their privacy policy [here](#). Google uses this information to track how the website is used, to create reports about the MaraSoft website and to inform possible advertisers about the

effectiveness of their campaigns. Google can share this information with third parties if they are legally required to, or when these third parties process the data by order of Google. MaraSoft is not responsible nor has any hold on this process. MaraSoft has not given Google permission to use Analytics data gathered via the MaraSoft website with other Google-services.

### Contact form

If you submit a contact form on our website or send us an email, the data you send to us will be saved as long as the nature of the form or content of the email is needed to fully answer and process it. We collect your name, address, telephone number, and e-mail address. We can contact you through email, mail or phone for commercial reasons. Every form of these communications is joined with an opt-out option. We will never publicize your data.

### Cookie policy

This cookie policy explains how MaraSoft and our affiliates use cookies and similar technologies to recognize you when you visit our Websites and when you use our Subscription Service (the Subscription Service). It explains what these technologies are and why we use them, as well as your rights to control our use of them. What are cookies? A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the site again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. Cookies provide a convenience feature to save you time, or tell the Web server that you have returned to a specific page. For example, if you personalize pages on our Websites, or register for the Subscription Service, a cookie helps us to recall your specific information on subsequent visits. When you return to the same Website, the information you previously provided can be retrieved, so you can easily use the customized features. Cookies set by the website owner (in this case, MaraSoft) are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content and analytics). The parties that set these third party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

Why do we use cookies?

We use first party and third party cookies for several reasons. Some cookies are required for technical reasons in order for our websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. Other cookies also enable us to track and target the interests of our users to enhance the experience on our websites and Subscription Service. For example, MaraSoft keeps track of the websites and pages you visit, in order to determine what portion of the MaraSoft website or Subscription Service is the most popular or most used. This data is used to deliver customized content and promotions within the MaraSoft website and Subscription Service to customers whose behaviour indicates that they are interested in a particular subject area. Third parties serve cookies through our websites for advertising, analytics and other purposes. This is described in more detail below.

What types of cookies do we use and how do we use them?

The specific types of first and third party cookies served through our websites and the purposes they perform. These cookies include:

**Essential website cookies:** These cookies are strictly necessary to provide you with services available through our Websites, Subscription Service and Mobile Apps and to use some of its features, such as access to secure areas.

**Performance and functionality cookies:** These cookies are used to enhance the performance and functionality of our Websites, Subscription Service and Mobile Apps but are non-essential to their use. However, without these cookies, certain functionality may become unavailable.

**Analytics and customization cookies:** These cookies collect information that is used either in aggregate form to help us understand how our Websites, Subscription Service and Mobile Apps are being used or how effective our marketing campaigns are, or to help us customize our Websites for you.

**Advertising cookies:** These cookies are used to make advertising messages more relevant to you. They perform functions like preventing the same ad from continuously reappearing, ensuring that ads are properly displayed for advertisers, and in some cases selecting advertisements that are based on your interests.

**Social networking cookies:** These cookies are used to enable you to share pages and content that you find interesting on our Websites, Subscription

Service or Mobile Apps through third party social networking and other websites. These cookies may also be used for advertising purposes too.

How can I control cookies?

You can set or amend your web browser controls to accept or refuse cookies. If you choose to reject cookies, you may still use our website though your access to some functionality and areas of our website may be restricted. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's help menu for more information. Essential website cookies: Because these cookies are strictly necessary to deliver the websites to you, you cannot refuse them. You can block or delete them by changing your browser settings however, as described above.

The use of targeted advertisements

Third parties may serve cookies on your computer or mobile device to serve advertising through our Websites. These companies may use information about your visits to this and other websites in order to provide relevant advertisements about goods and services that you may be interested in. They may also employ technology that is used to measure the effectiveness of advertisements. This can be accomplished by them using cookies or web beacons to collect information about your visits to this and other sites in order to provide relevant advertisements about goods and services of potential interest to you. The information collected through this process does not enable us or them to identify your name, contact details or other personally identifying details unless you choose to provide these.

How often will you update this cookie policy?

We may update this cookie policy from time to time in order to reflect, for example, changes to the cookies we use or for other operational, legal or regulatory reasons. Please therefore revisit this cookie policy regularly to stay informed about our use of cookies and related technologies. The date at the top of this cookie policy indicates when it was last updated.

Where can I get further information?

If you have any questions about our use of cookies or other technologies, please email us at [info@marasoft.nl](mailto:info@marasoft.nl)

## Security

MaraSoft is serious about the protection of your data and has fitting measures to prevent abuse, loss, unauthorized access, undesirable publicization and unauthorized edits. The MaraSoft website uses a trustworthy SSL certificate to make sure your personal data does not fall into the wrong hands. When you have the impression your data is not secure, there are clues of data-abuse or you want more information about the security of personal data stored by MaraSoft, please contact us via [security@marasoft.nl](mailto:security@marasoft.nl). You can contact us via the following contact options:

**Address:** Postbus 171, 8320 AD, Urk, The Netherlands

**Visitor address:** Burg. J. Schipperkade 8a, 8321 EH, Urk, The Netherlands

**E-mail address:** [security@marasoft.nl](mailto:security@marasoft.nl)