

# Privacy Statement De Nederlanden - Widget

When using our reservation widget ("Widget"), certain personal data is processed. We, de Nederlanden, are responsible for the careful handling of your personal data that we obtain and process from you via this means. In doing so, we will of course comply with the requirements of the privacy legislation. Should you have any questions, you can always contact us. The contact details are included at the bottom of this statement.

## When and why are personal data processed?

- **If you make a reservation or purchase**

If you place a reservation with us (with or without a deposit) or make a purchase (for example, purchase a gift certificate), the Widget during the ordering process asks you to enter certain personal data. This initially includes your gender, first and last name, email address, phone number and possibly a company name. It is also possible to add additional information in a free field. For example, about your dietary requirements or allergies.

This information is used to carry out your reservation or purchase. For example, after placing a reservation or making a purchase you will be able to receive a confirmation of it (via e-mail and/or text message) and we can send a reminder just before the reservation.

Generally, we do not receive payment information such as bank account numbers unless you send us this information (for example, if we need to refund a certain amount of money). Usually, however, refunds are handled directly through the payment service that was initially involved in the initial payment.

*Basis of the above data processing is: the performance of the agreement.*

The above data will also be included in our CRM system (customer database) in combination with the details of the reservation and/or your purchase. We can then easily look up this data during future contact or a subsequent visit and use it to better serve you. This data can also be used for (general) data analysis and the creation and execution of marketing campaigns. If the latter requires permission from you based on the law, we will only do so if you have given the necessary consent.

*Basis of the above data processing is: the legitimate interest we have in this data processing and/or the prior consent given by you.*

We may also ask you afterwards (by e-mail) to write a review about your experience with us. For this we use your e-mail address and name as known to us. We can then publish this review in combination with your details on our channels (including our website).

*Basis of the above data processing is: the legitimate interest we have in this data processing.*

- **If you sign up for the digital newsletter**

The Widget provides an opportunity to sign up for our digital newsletter. If you give permission, we will use your e-mail address and name exclusively for sending this newsletter. You can withdraw this permission at any time. Every newsletter contains a link that allows you to unsubscribe by clicking on it. When you unsubscribe from the newsletter, your name and email address will be removed from our mailing list.

*Basis of the above data processing is: your prior consent.*

- **Customer service and feedback**

If you have questions about your reservation or purchase, you can of course contact us. This can be done by calling or emailing us. In order to help you properly, we may ask you for additional information, such as your name and contact details. We only do this insofar as we need this information to handle your question or process your feedback.

*Basis of the above data processing is: the performance of the agreement.*

## For how long will personal data be processed?

We never process the personal data we hold about you for longer than is necessary to fulfill the purpose for which it was initially collected. For example, we will delete your name and e-mail address as soon as you unsubscribe from the newsletter. However, based on the law (fiscal retention obligation) we are obliged to keep certain basic data from our customer records for a period of 7 years.

## What third parties have we engaged?

We use services of various suppliers. If these parties process your personal data, they do so solely on our behalf. They are therefore not allowed to use your personal data for their own purposes.

For the Widget, we use the services of Formitable. This party is the software supplier and is involved on our behalf in enabling digital online reservations, as well as sending reservation confirmations.

## What rights do you have regarding your data?

For questions about this privacy statement or questions about inspection and changes in (or deletion of) your personal data you can always contact us. In addition, you have (in most cases) the right to:

- see what data we process and why;
- To have your information changed if it is not or no longer correct;
- to have outdated data removed;
- object to any particular use of your information;
- To withdraw previously given consent;
- request and transfer your data.

If you believe that we are not handling your data properly or not helping you properly, you can file a complaint with the national regulator. In the Netherlands, this is the Personal Data Authority. An overview of all European regulators can be found [here](#).

## Contact details

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