



# EMPOWER YOURSELF

Personal & business coach

## ***Privacy and cookie statement***

### **Company information**

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Chamber of Commerce No.: 67662323,

Hereafter referred to as "Empower Yourself" and as "I" and "me", states as follows:

### **1. Processing personal data**

The processing of personal data takes place in accordance with the requirements of the General Data Protection Regulation Act. Several services and plug-ins are used on the website and the operation of the website (www.empoweryourselfcoach.com). The use of these services and plug-ins is explained below.

### **2. Cookies**

Cookies are used to facilitate the best possible functioning of this website. This statement first explains what cookies are. It then details which cookies are used and why.

#### *What are cookies*

A cookie is a file that is sent by a website (in this case www.empoweryourselfcoaching.nl) and placed by the browser on the hard drive of your computer. The cookie remains on the hard drive. The next time you visit the website, the stored information (which is in the cookie) can be sent back to this website.

#### *Google Analytics*

Our website places cookies from Google. The information that Google receives from the cookie is analysed. This information is anonymised as much as possible. Google only shares the information obtained with third parties if legally required to do so or insofar as third parties process the information on behalf of Google. Google has not received permission from me to use information for other Google services. Google is an American company and stores the information it collects in American servers. For more information about google analytics policies, see the [Google website](#).

#### *Social Media buttons*

The various social media channels use code, which is used to place cookies via the site. These social media channels collect information they have obtained through the cookies. Read the privacy statements of the social media channels used by [Facebook](#) to see what they do with the collected information.

#### *Newsletter*

When you sign up for the Empower Yourself newsletter (please note that we also use cookies for this). More information about [Active Campaign](#) cookies is found in their privacy policy.

### *Disable and delete*

You can disable or delete cookies. You can do so in your browser settings. Can't figure it out? Then use the Help-option in your browser.

### **3. Google Analytics**

I like to have an insight into the use of the website in order to be able to optimize it for use. Google Analytics is good for this. This service analyses the data of website visitors. An IP address is not visible and I can therefore not trace it back to a person. Google Analytics also has its own policy, which you can find online.

### **4. Social Media Channels**

Empower Yourself uses various social media channels, namely: [Facebook](#), [LinkedIn](#) and [Instagram](#). To make it as easy as possible for the customer, Empower Yourself uses buttons, links and/or contact forms. These social media channels also collect information. For clarity as to what happens to the data, the privacy statements of the social media channels provide a definitive answer.

### **5. Privacy in general**

Empower Yourself does not collect or process personal data. Personal data is only stored if it has been consciously provided by the client themselves.

### **6. Collected information**

Empower Yourself stores information for several reasons. What information I store and the reason why, is set out below.

#### *Contact form*

You can use the contact form to ask me questions. I ask you to fill in your name and e-mail address, and of course, your question. This tells me who has sent the question and enables me to answer it by e-mail. If you also fill in your telephone number, I may contact you by telephone. You are not required to disclose your telephone number.

I can also use these details to send you quotes and invoices. You will receive them by e-mail.

#### *Payment*

To make payment as easy as possible for you, I use an online payment service. This allows you, for example, to pay for your order with Ideal. To facilitate this, your payment details, your IP address, your internet browser, your device type and in some cases your name and address details are shared with these payment services. I do not see this information.

#### *Newsletter*

You will only receive a newsletter from Empower yourself if you have explicitly subscribed to it. The newsletter is distributed using Active Campaign. This means, your data (name and e-mail address) are also known to them. It is possible to unsubscribe at any time.

#### *Giveaway or webinar*

It is possible to download a "giveaway" from my website. In order for me to send the giveaway, I ask you to supply your email address.

When you register for a webinar, I need your e-mail address to send you the webinar link. As a result of the giveaway or the webinar, I can send you e-mails about my services. You can always unsubscribe or object to this.

### *Accounts*

I have to maintain accounts for my business. I use an accounting programme for this. This is where I collect the invoices that have been created after you have placed an order. So your personal details are also known to my accounting programme.

### *Academy*

Contact details: in order for you to participate in the academy, I require your email address and name. This way I can provide you with an account. In addition, I will keep you informed by e-mail, of the lessons we offer.

There is also a private Facebook group for the Empower Yourself coaching programme. You can ask your questions here. You will be included when the program starts.

### *Your account*

You need an account for the academy. The following data is stored here: name and e-mail address. A password is automatically generated for you so that you can log in securely. You can change this password once you are logged in.

Your account also includes a logbook, which tells us how often you log in and from which IP address. I will not do anything with this information unless you contact me to report abuse of your account.

### *Children*

Children's details are only stored if we have permission from the parent(s) or carer(s). Without this permission, At no time do I process children's data.

## **7. Basis for processing personal data**

Empower Yourself must have a basis to be able to store and use your data. See it as a condition that is necessary to be able to process data. The basis(s) for us are:

- The aforementioned data, namely e-mail address, telephone number, payment details and delivery address, are necessary for the execution of the agreement that has been entered into with you.
- The data such as the (company) name and address details are necessary for compliance with legal obligations under, among other things, tax legislation.
- I ask your permission to send the newsletter. You can withdraw this consent at any time. In addition, I ask permission to process health data. We also ask permission, even when it concerns children.
- We have a legitimate interest in sending direct marketing to potential customers. With every form of direct marketing that is sent, we weigh up our marketing interests against any damage to your privacy.

Empower Yourself requires name, address(es), e-mail addresses and delivery and payment details in order to do its job. If you do not want to provide your personal data, we are unable to help you further. In that case, no agreement will be concluded, which means that Empower Yourself cannot send products or provide services. Would you like to purchase a service? Then you are required to provide your data. You are not required to create an account or subscribe to the newsletter. This is entirely up to you.

## **8. Sharing with others**

Empower Yourself does not sell your information to third parties and will only provide/disclose it if this is necessary for the execution of the agreement with you or to comply with a legal obligations. Empower Yourself concludes a processing agreement with companies that process your data on its behalf, to ensure the same level of security and confidentiality of your data, as it does itself. Empower Yourself remains responsible for these processing operations.

## **9. How long we retain data**

Empower Yourself does not store your data longer than is strictly necessary to achieve the purposes for which it has collected your data. The retention period(s) are:

- On completion of the assignment, data which is strictly necessary, is kept for 7 years after the invoice has been paid to comply with the administrative obligations under the laws and regulations.
- The account you have created is kept for as long as you want. This way you can always refer to your order. As soon as you wish this account to be deleted, it will be deleted immediately. For this you can contact me.
- All other data, which are not stored to fulfil any statutory administration requirement, or the account, are deleted six months after completion of the agreement.
- Your data are deleted within 3 months after you unsubscribe from the newsletter.
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## **10. Your rights**

You have the right to view, correct, delete, transfer to another company requiring your data, to minimize the stored personal data and the right to object to the storage of the data. However, Empower Yourself has no influence on the use of data by social media channels. If you want to make use of one of the rights mentioned above or have a question, please contact us via [info@empoweryourselfcoach.com](mailto:info@empoweryourselfcoach.com).

## **11. Security of data**

Empower Yourself takes the protection of your data seriously and therefore acts appropriately to prevent abuse, loss, unauthorized access, unwanted disclosure and unauthorized modification. If you feel that your data are not properly secured or there are indications of abuse, please contact us via [info@empoweryourselfcoach.com](mailto:info@empoweryourselfcoach.com).

## **12. Complaint**

If you have a complaint about the processing of your personal data, you can file a complaint with the supervisory authority of the Dutch Data Protection Authority.