

Personal data

Under the EU's General Data Protection Regulation (GDPR) personal data is defined as:

"any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person".

How we use your information

This privacy statement applies to any processing of personal data on consono.ai and specific local Dynactionize/Dynizer websites which is hereinafter referred to as the "Website".

Personal data in this regard shall mean any information relating to an individual who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that individual.

Processing shall mean any operation which is performed on personal data, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Why does Dynactionize N.V. need to collect and store personal data?

In order for us to provide you with a service we need to collect personal data for correspondence purposes and/or detailed service provision. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy. In terms of being contacted for marketing purposes Dynactionize N.V. would contact you for additional consent.

Will Dynactionize N.V. share my personal data with anyone else?

We may pass your personal data on to third-party service providers contracted to Dynactionize N.V. in the course of dealing with you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide you on our behalf. When they no longer need your data to fulfil this service, they will dispose of the details in line with Dynactionize N.V.'s procedures. If we wish to pass your sensitive personal data onto a third party we will only do so once we have obtained your consent, unless we are legally required to do otherwise.

How will Dynactionize N.V. use the personal data it collects about me?

Dynactionize N.V. will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate and up to date, and not keep it for longer than is necessary. Dynactionize N.V. is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

Under what circumstances will Dynactionize N.V. contact me?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure.

Can I find out the personal data that the organisation holds about me?

Dynactionize N.V. at your request, can confirm what information we hold about you and how it is processed. If Dynactionize N.V. does hold personal data about you, you can request the following information:

- Identity and the contact details of the person or organisation that has determined how and why to process your data. In some cases, this will be a representative in the EU.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of Dynactionize N.V. or a third party, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

What forms of ID will I need to provide in order to access this?

Dynactionize N.V. accepts the following forms of ID when information on your personal data is requested:

- Passport
- ID Card
- Driver's license

If you have any questions regarding this Privacy Statement, please contact our Data Protection Officer via dpo@consono.ai or by getting back to him using the same postal address as listed above. Only general queries about the privacy statement can be responded to via e-mail.

How we use cookies

The Website uses cookies. A cookie is a small file of letters and numbers that we put on your computer. These cookies allow us to distinguish you from other users of the Website which helps us to provide you with a good experience when you browse our Website, and to improve our Website.

A cookie can be classified by its lifespan and the domain to which it belongs. By lifespan, a cookie is either a session cookie which is erased when the user closes the browser or a persistent cookie which remains on the user's computer/device for a pre-defined period of time.

As for the domain to which it belongs, there are either:

- first-party cookies which are set by the web server of the visited page and share the same domain
- third-party cookies are stored by a different domain to the visited page's domain. This can happen when the webpage references a file, such as JavaScript, located outside its domain.

The cookies we use allow us to see:

- The Internet domain and Internet Protocol (IP) address from which you access our Website;
- The type of Internet browser and the operating system of the computer you use to access our Website;
- The date and time you visit our Website;
- The pages you visit on our Website;
- The pages you shared on social media and to which social media network;
- If you linked to our Website from another website, the address of that website; and
- If you were referred to our Website from a search engine, the address of that website and the search term you used to find us. Any data processing that occur while using cookies used for the sole purpose of carrying out the transmission of a communication and/or strictly necessary to perform the services you required is based on Article 6 (1) lit. b GDPR.

In case personal data is processed in the course of using cookies and/or similar technologies that are used for other purposes, e.g. improving our website or marketing purposes, the processing is based on Article 6 (1) lit. f GDPR and represents our legitimate interest in maintaining our user base, bringing new users to the Website and informing (potential) users about services organized and provided by Dynactionize N.V..

You can control and/or delete cookies as you wish – for details, see www.allaboutcookies.org. You can delete all cookies that are already on your computer and you can set most browsers to prevent them from being placed. If you do this, however, you may have to manually adjust some preferences every time you visit the Website and some services and functionalities may not work.

Google Analytics

This Website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies to help us analyse how users use the site. The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and stored by Google on servers in the United States.

The Website uses Google Analytics' IP anonymisation function. Google will truncate/anonymise the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. On our behalf, Google will use this information for the purpose of evaluating your use of the Website, compiling reports on Website activity and providing other services relating to Website activity and internet usage to us. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of this Website.

Furthermore, you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en> .

An opt-out cookie will be set to prevent the future collection of your information when you visit this Website.

Further information can be found under <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Semrush

In order to constantly improve and optimise our internet offer, this website uses besides Google Analytics, a web analysis service of Google LLC (USA) and/or Google Ireland Limited (Ireland) as well SEMrush, an online marketing optimisation tool of Semrush Inc. (USA) and/or Semrush CZ s.r.o. (Czech Republic).

These web analysis or web optimisation services provide Dynactionize N.V. with data, evaluations, statistics and graphics that provide information about the use of this website. In this process, the data about the use of this website is transferred to the server used for this purpose in the USA and/or Ireland and/or the Czech Republic.

Apart from IP addresses (which are only transmitted in full form to these services in exceptional cases), no personal data is stored in the cookies used by these services.

Google Adwords

Dynactionize N.V. uses Google Adwords, a service to display ads for Dynactionize N.V. Google search and Google AdWords use cookies, which allow Google to display relevant ads on Google properties (such as Google Search). This works as follows: If you access our Website through a Google ad on Google Search, Google Adwords will store a cookie on your PC. If you visit certain pages on our Website and the cookie has not expired, Google and Dynactionize N.V. may recognize that the ad has been clicked and that a visitor has been redirected to our Website. Each Google AdWords customer receives a different cookie. These cookies usually lose their validity after 30 days and are not intended to identify you personally.

The information generated by cookies on the use of this website (including your IP address) are transmitted to Google; <https://support.google.com/analytics/answer/2763052?hl=en> . You may refuse the use of cookies by selecting the appropriate settings on your browser. You can also opt-out of personalized advertising in Google AdWords Settings. For instructions, see <https://support.google.com/ads/answer/2662922?hl=en>

Facebook Pixel

We may from time to time use Facebook pixel. This tool helps us to understand and deliver ads through Facebook. The collected data like your IP address and browser information is processed by Facebook. Facebook may be able to connect the data with your Facebook account and use the data for their own advertising purposes.

You can learn more about Facebook Pixel under:

<https://www.facebook.com/business/help/651294705016616>

LinkedIn Insights and Ads script

We may from time to time use LinkedIn Insights or Ads Script. Provider of this tool is the LinkedIn Corporation, 2029 Stierling Court, Mountain View, CA 94043, USA. This tool helps us to track conversions, retarget website visitors and improve our website. You can learn more about LinkedIn Insight under: <https://www.linkedin.com/help/lms/answer/65521/the-linkedin-insight-tag-faqs?lang=en>

Security

We take market standard precautions to protect personal data. When our download form asks users to provide personal data, that personal data is encrypted and is protected with market standard encryption software - SSL. While on a secure page, the lock icon in the top of web browsers such as Microsoft Internet Explorer is present.

Unfortunately, no data transmission or processing can be guaranteed to be 100 % secure. Accordingly, despite our efforts to protect the personal data, DYNACTIONIZE is not in a position to guarantee or warrant the security of the personal data.

Contact details of the Data Protection Officer / GDPR Owner:

	Data Protection Officer / GDPR Owner contact details
Contact Name:	DPO
Address line 1:	Schillerstraat 8
Address line 2:	2050 Antwerpen
Address line 3:	Belgium
Address line 4:	
Address line 5:	
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