



PRIVACY STATEMENT

Mavro B.V., trading under the name Compound, with its registered office at Heksekamp 1, 5301 LX Zaltbommel, the Netherlands, is responsible for the processing of personal data as described in this Privacy Statement.

Contact details

Compound by Mavro

Heksekamp 1

5301 LX Zaltbommel

The Netherlands

Website: <https://www.compound.nl>

E-mail: info@compound.nl

By using our website, contacting us, completing a form, requesting a quotation, or subscribing to our newsletter, you consent to the processing of your personal data as described in this Privacy Statement, where such consent is required.

Types of Personal Data

Compound may collect and process the following personal data:

- ▶ First name
- ▶ Last name
- ▶ Full name
- ▶ E-mail address
- ▶ Telephone number
- ▶ Country
- ▶ Customer number
- ▶ Gender
- ▶ Social media data
- ▶ Communication preferences
- ▶ Company name
- ▶ Company address
- ▶ Billing address
- ▶ Geographical location data
- ▶ IP address
- ▶ Job title

In addition, we may process business contact details obtained from public sources or business data providers.

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+31 0418 304 599
info@compound.nl
www.compound.nl

Bank Details:

IBAN: NLO8 ABNA 0546 6724 34
BIC/SWIFT: ABNANL2A
KVK/CoC: 11033553
BTW/VAT: NL806334356.B01

All our correspondence is confidential and subject to our terms and conditions. You can find these on our website www.compound.nl.





This personal data is collected when or in the context of:

- ▶ Visiting the Website
- ▶ A collaboration with Compound
- ▶ Creating a (demo) account
- ▶ Requesting a quotation, information, or demonstration
- ▶ Subscribing to the newsletter
- ▶ Your use of Compound's services
- ▶ Verification of your identity by Compound
- ▶ Contact by telephone or e-mail
- ▶ Contact at an event and/or trade fair
- ▶ Leadinfo
- ▶ Public business sources

The personal data collected by Compound is therefore provided by you voluntarily.

Compound may use your personal data for the following purposes:

- ▶ The performance of an agreement with Compound
- ▶ The delivery of products and services
- ▶ Preparing and following up on quotations
- ▶ Answering questions
- ▶ Optimising the quality, management, and content of the website
- ▶ Sending newsletters
- ▶ Carrying out other marketing and communication activities
- ▶ Statistical purposes
- ▶ Providing good customer service and aftersales
- ▶ Conducting customer satisfaction surveys, questionnaires, and other market research
- ▶ Sending invoices and collecting payments

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Processing takes place on the following legal grounds, as applicable:

- ▶ You have given consent for the processing of your personal data for one or more specific purposes
- ▶ The processing is necessary for the performance of the agreement with Compound
- ▶ The processing is necessary to comply with a legal obligation to which Compound is subject
- ▶ The processing is necessary for the performance of a task carried out in the public interest

Website Visits and Analysis

When you visit our website, certain data may be collected automatically, including:

- ▶ IP address
- ▶ Browser type
- ▶ Device data
- ▶ Pages visited
- ▶ Referring websites
- ▶ Date and time of the visit
- ▶ Click and browsing behaviour

This data is used for analysis, security, website improvement, and optimisation of our services. Where possible, this data is anonymised.

Google Analytics

We use Google Analytics to monitor how visitors use our website and to measure the effectiveness of our online campaigns, including Google Ads.

The information obtained through Google Analytics, which may include the IP address of your device, may be transferred to and stored by Google on servers outside the European Economic Area. Google processes this data in accordance with its own privacy policy.

Google uses this information to analyse the use of our website, compile reports on website activity, and provide other services relating to website usage and internet usage. In addition, Google may use this information to measure the effectiveness of advertising campaigns.

Google may provide this data to third parties if it is legally required to do so, or insofar as third parties process the data on Google's behalf. We have no direct influence over this. We have not given Google permission to use Analytics information obtained through us for other Google services.

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More information about Google's processing of personal data can be found in Google's privacy policy:

<https://policies.google.com/privacy>

Google Ads Conversion Tracking

We use Google Ads Conversion Tracking to measure the effectiveness of our advertising campaigns.

This enables us to gain insight into, among other things:

- ▶ contact requests;
- ▶ quotation requests;
- ▶ downloads;
- ▶ form submissions;
- ▶ other conversions.

The collected data is used to analyse and optimise campaigns.

More information can be found at:

<https://policies.google.com/privacy>

LinkedIn Insight Tag

We use the LinkedIn Insight Tag provided by LinkedIn Ireland Unlimited Company.

This technology enables us to:

- ▶ analyse website visits;
- ▶ measure conversions;
- ▶ build audiences;
- ▶ display relevant advertisements via LinkedIn.

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In this context, LinkedIn may process data such as:

- ▶ IP address;
- ▶ browser information;
- ▶ device data;
- ▶ pages visited;
- ▶ conversion data;
- ▶ time of visit.

More information can be found at:

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

Leadinfo

We use the lead generation service of Leadinfo B.V., based in Rotterdam, the Netherlands. This service helps us gain insight into which organisations visit our website and may be interested in our products and services.

Leadinfo identifies company visits based on business IP addresses and links these to publicly available company information and business data sources. Depending on the available data, the following data may be processed, among other things:

- ▶ company name;
- ▶ company address;
- ▶ company website;
- ▶ industry data;
- ▶ company size;
- ▶ telephone number of the organisation;
- ▶ general business contact details;
- ▶ names of business contact persons;
- ▶ job titles of business contact persons;
- ▶ business e-mail addresses;
- ▶ data about website visits and pages viewed;
- ▶ date, time, and duration of website visits;
- ▶ IP addresses and technical browser data.

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In addition, Leadinfo places cookies to analyse website usage, identify company visits, and improve its services. Leadinfo may also process domains entered via forms on our website in order to correlate IP addresses with companies and improve its services.

We use this data to:

- ▶ gain insight into the interest of companies in our products and services;
- ▶ follow up on information requests and quotation requests;
- ▶ provide relevant information about our products and services;
- ▶ contact potential business customers when we expect that our services align with their business activities;
- ▶ for marketing, sales, and communication purposes;
- ▶ improve our services.

The processing of this data takes place on the basis of our legitimate interest.

More information about Leadinfo can be found at:

<https://www.leadinfo.com>

Do you not want Leadinfo to process your data? You can use the opt-out option:

<https://www.leadinfo.com/en/legal/opt-out/>

After using this opt-out, your data will no longer be registered by Leadinfo.

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Disclosure of Personal Data

Compound will not disclose your personal data to third parties unless this is necessary in the context of the performance of the agreement. In this context, your personal data may be disclosed to software suppliers, cloud partners, transport partners, data centres, service providers, and financial institutions.

If it is necessary for Compound to disclose your personal data to third parties in this context, the relevant third party is obliged to use your personal data in accordance with the provisions of this Privacy Statement.

It may also be possible that Compound is required to provide personal data to the competent authorities where we are obliged to do so by law, or in the context of legal or future legal proceedings, and to safeguard and defend our rights.

In all other cases, we will not sell, rent, or transfer your personal data to third parties unless you have given your consent and a data processing agreement has been concluded with the relevant third party, containing the necessary guarantees regarding confidentiality and the privacy-compliant handling of your personal data.

Retention of Personal Data

Unless a longer retention period is required or permitted by law or necessary to comply with another legal obligation, we will retain your personal data only for the period necessary to achieve the purposes described in this Privacy Statement.

In relation to the processing of your personal data, you have the following privacy rights:

- ▶ The right to access your personal data
- ▶ The right to rectify, complete, or update your personal data
- ▶ The right to erasure of your personal data (Please note that certain services may no longer be accessible or available if you delete or request the deletion of certain personal data that is necessary for those services.)
- ▶ The right to restrict the processing of your personal data
- ▶ The right to data portability
- ▶ The right to object to the processing of your personal data

If you wish to exercise any of your privacy rights, please contact us.

We are committed to implementing appropriate and reasonable physical, technical, and organisational security measures to prevent unauthorised or unlawful access to your personal data, as well as the loss, misuse, or alteration of your personal data.

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Cookies and Similar Technologies We Use

Compound uses technical, functional, analytical, and marketing cookies. A cookie is a small text file that is stored on your computer, tablet, or smartphone when you visit our website.

Technical and functional cookies are necessary for the proper functioning of the website and to remember your preferences. We use analytical cookies to gain insight into how our website is used and to improve it.

In addition, we use marketing cookies and similar technologies, such as the LinkedIn Insight Tag and Google Ads Conversion Tracking. These enable us to measure how visitors use our website, which actions they take after viewing or clicking on advertisements, and how effective our campaigns are. They also allow us to display more relevant advertisements through platforms such as LinkedIn, Google, and their partners.

Where required by law, we place analytical and marketing cookies only after you have given your consent through our cookie banner. You can change or withdraw your consent at any time via the cookie settings on our website.

You can also delete or block cookies through your browser settings.

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