

Overview of the use of the personal data of our clients, visitors and other contacts

TYPE OF DATA SUBJECT	WHAT DATA DO WE PROCESS?	WHY DO WE PROCESS YOUR DATA?	WHAT IS THE LEGAL GROUND FOR THE PROCESSING OF YOUR PERSONAL DATA?	WHO HAVE ACCESS TO YOUR PERSONAL DATA?	HOW LONG DO WE STORE YOUR PERSONAL DATA?	DO I NEED TO PROVIDE THESE DATA TO PLOUM?
<p>Clients and other contacts</p>	<ul style="list-style-type: none"> • Contact details of the client or his legal representatives (such as first name, surname, company name, title, address, place of residence, telephone number); • Information concerning handling the case or settling the dispute (such as information regarding the counter party, the client and its employees or customers); and • Data concerning calculating or recording declarations, making payments and collecting receivables. 	<ul style="list-style-type: none"> • Service and advice to the client; • Purchasing services and products from our supplier; • Relationship management, customer administration and service purposes; to: <ul style="list-style-type: none"> • Inform you of the latest news regarding Ploum; • Inform you with respect to relevant products and services; • Development of sales promoting activities; 	<p>The use of your personal data is necessary for:</p> <ul style="list-style-type: none"> • The execution of our agreement with the data subject; • Meeting our legal obligation, for example meeting the requirements of the Money Laundering and Terrorist Financing (Prevention) Act; • Representing our legitimate interest in being able to (continue to) provide our services to our clients as efficiently as possible; and • Looking after your legitimate interest in obtaining legal advice and legal assistance. 	<ul style="list-style-type: none"> • Ploum uses various systems for processing your personal data. The supplier of those systems can therefore also process your personal data. For more information regarding the supplier, please contact us at: communicatie@ploum.nl; • Only employees of Ploum who need the personal data to carry out their work have direct access to your data in Ploum's systems; • Ploum sometimes shares personal data with market research agencies and other 	<p>We delete the data after the retention period has expired based on the applicable rules of conduct and professional rules, or -if they do not exist- two years after termination of the case at the latest, unless we have to keep your data longer because of a legal regulation or if longer storage is really necessary for carrying out our activities. For more information please contact us at: communicatie@ploum.nl</p>	<p>The processing of your personal data is necessary if you use our services because we cannot provide our products and/or services properly without this information.</p>

		<ul style="list-style-type: none"> • Measuring the response to our marketing actions; • Conduct customer administration and debt management; • Manage a Client Management System (CMS); and • Conduct market research. 		<p>third parties. We do this anonymously as much as possible. For more information, please contact us at: communicatie@ploum.nl.</p>		
<p>Visitor of the (for example when filling in the contact form, signing up for the newsletter or creating a “My Ploum account”)</p>	<ul style="list-style-type: none"> • Contact details (such as name, email address); • The message you left, including any personal data you left in that message; • Cookies (vide point 12 of this Privacy Notice). 	<ul style="list-style-type: none"> • For service purposes: to be able to follow up your message and to inform you with regard to the next steps; • Relationship management, marketing, customer administration and service purposes (informing you with respect to the latest news regarding Ploum and relevant services; measuring marketing and measuring response to our 	<p>Promoting our legitimate interest enabling us to provide our services as efficiently as possible to the visitors of our website and to use our website as well as possible.</p>	<ul style="list-style-type: none"> • Ploum uses various systems for processing your personal data. The supplier of those systems can therefore also process your personal data. For more information regarding the supplier, please contact us at: communicatie@ploum.nl; • Only employees of Ploum who need the personal data to carry out their work have direct access to your data in Ploum’s systems. 	<p>We store the data until we have marked your message as “handled”, unless we have to keep your data longer because of a legal regulation or if longer storage is really necessary for carrying out our activities. We keep contact details of visitors who have signed up for our newsletter up to four weeks after receipt of the cancellation.</p>	<p>The processing of your personal data is necessary if you want us to process your message or to receive your request for a newsletter. Without this information we cannot process your message.</p>

		marketing actions; managing our Client Management System (CMS); improving the performance of our website.				
Participant of a course of the Ploum Academy	<ul style="list-style-type: none"> Contact details (such as title, initials, first name, surname, gender, company, job title, email address, address). 	<p>Service purposes, customer administration and relationship management: as far as necessary for:</p> <ul style="list-style-type: none"> Your participation in a Ploum course; Conduct customer administration and debt management; Manage a Client Management System (CMS); and Communicating with you by sending (service) emails. 	The use of your personal data is necessary for the execution of our agreement with you and for the legitimate interest of Ploum or third parties to provide our services as efficiently as possible to our relations.	<ul style="list-style-type: none"> Ploum uses various systems for processing your personal data. The supplier of those systems can therefore also process your personal data. For more information regarding the supplier, please contact us at: communicatie@ploum.nl; Only employees of Ploum who need the personal data to carry out their work have direct access to your data in Ploum's systems. 	We store the data until you have attended the course and we have sent you a certificate, unless we have to keep your data longer because of a legal regulation or if longer storage is really necessary for carrying out our activities.	The processing of your personal data is necessary if you want to attend the course at Ploum, because we cannot deliver our products or services without this data.
Visitors of Ploum premises	<ul style="list-style-type: none"> Contact details (such as first name, 	Internal control and company security.	The use of your personal data is necessary to	<ul style="list-style-type: none"> Ploum uses various systems for 	We store the data up to six months after you	The processing of your personal data is

	<p>surname, company name, registration number);</p> <ul style="list-style-type: none">• Camera images.		<p>represent the legitimate interest of Ploum or third parties, being Ploum`s interest in securing our premises.</p>	<p>processing your personal data. The supplier of those systems can therefore also process your personal data. For more information regarding the supplier, please contact us at: communicatie@ploum.nl;</p> <ul style="list-style-type: none">• Only employees of Ploum who need the personal data to carry out their work have direct access to your data in Ploum`s systems.	<p>have visited our premises. We store the data with a maximum of four weeks after your visit, unless we have to keep your data longer because of a legal regulation or if longer storage is really necessary for carrying out our activities.</p>	<p>necessary if you wish to gain access to the Ploum building. We cannot grant you access without this information.</p>
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