Privacy Policy AEMAS

At AEMAS, we take the protection of your privacy seriously. We consider it important to handle your personal data responsibly. This privacy policy explains how we process your personal data.

AEMAS provides high-quality spectrometry solutions, including ICP-OES systems, accompanied by application development, rapid service, and specialist training for laboratories. In the performance of its services, AEMAS processes various personal data. This privacy policy is intended to provide you with insight into the data AEMAS collects about you, why AEMAS collects this data, and your rights regarding data processing.

This privacy policy applies to all individuals who have contact with AEMAS. It applies to: Clients, visitors, customers, contractors, and other relations of AEMAS; Visitors to the website https://aemas.com/ or any domain connected to this domain name.

These individuals are hereinafter collectively referred to as ‘you’ and ‘your’. Section 1 defines several terms used throughout this privacy policy, which are indicated with a capital letter.

AEMAS complies with all applicable laws and regulations when processing your personal data, including the General Data Protection Regulation (GDPR), and exercises due care to adequately secure your data. In addition to this Privacy Policy, specific notices may be made available to you when you register or log in for specific services activities, or when we require your consent.

This Privacy Policy does not apply to the processing of personal data by companies that AEMAS does not own or control, or by the staff of such companies that AEMAS does not employ or manage.

CONTENTS

1. Definitions
2. Collection and use of your personal information and purpose
3. Use and purpose of your personal information
4. Legal basis for our processing of personal information (GDPR)
5. Retention periods
6. Sharing personal data with third parties
7. Transfers of personal data outside the European Economic Area
8. Security of personal information
9. Your rights
10. Children’s privacy policy
11. Cookies
12. Amendments and applicable law

1. DEFINITIONS

Data Subject: the person whose personal data is being processed. In other words, the individual to whom the personal data relates.
Third Party/Parties: natural or legal persons who are not the Data Subject or part of AEMAS, such as parties with whom AEMAS shares data under an agreement. These Third Parties may be processors or joint controllers.
Personal Data: any information relating to an identified or identifiable natural person.
Processing: any operation performed on personal data, such as collection, recording, storage, alteration, retrieval, use, dissemination, or destruction.

2. COLLECTION OF YOUR PERSONAL INFORMATION

“Personal Information” is information of an identified or identifiable natural person: an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as your name, address, email address or phone number. Personal Information, sometimes referred to as "personal data”, and “sensitive” Personal Information, may also have specific meanings under different privacy laws.

The categories of personal information that AEMAS may collect from website users and customers are:

Data provided by you directly, including:
Personal identifiers, such as your name, postal address, email address, online identifier, internet protocol address, account name, passport number or other similar identifiers;
Customers records such as name, signature, financial information, telephone number;
Information shared during a telephone call;
Information shared via email;
Payment information.
Interaction Information, which includes information about your interactions with AEMAS such as information collected when you participate in promotions or programs or when you contact our customer service, visitor logs;
Data obtained via the AEMAS website, newsletters, and emails, such as:
Device information used to access the AEMAS website;
Browsing behaviour on the website, including:
pages viewed on the AEMAS website;
navigation behaviour on the website;
whether newsletters or emails were opened and which parts were clicked;
date and time of website visits;
operating system used;
browser type and IP address;
the internet address of the referring website;
geolocation;
files downloaded from the website.
Commercial information, including products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies;
Data received from other sources, including:
Publicly available data disclosed by you, such as data on social media or business websites;
Data from the Dutch Chamber of Commerce and Land Registry.
Internet or other electronic network activity information, including, but not limited to, information collected using cookies and similar technologies, browsing history and search history while using our digital offerings, and other information regarding your interactions with our digital offerings or our advertisements;
Geolocation data;
Audio, electronic, visual, and similar data relating to your interactions with us, such as call center recordings, video images, CCTV recordings, and photographs;
Professional or employment related information, such as job title and business contact information;
Compliance data, which includes records maintained to demonstrate compliance with applicable laws; records related to consumer preferences (such as opt-ins and opt-outs of marketing programs and cookies) and records related to data subject rights requests.
Some of the Personal Information in these categories (alone or in combination with other information) may be considered as sensitive Personal Information in certain jurisdictions (designated as “special categories of data” in accordance with GDPR) and subject to additional restrictions (such as consent or explicit consent).

3. USE AND PURPOSE OF YOUR PERSONAL INFORMATION

AEMAS collects Personal Information in a number of circumstances, either automatically or when you provide it to us, including under the following circumstances:

To verify your identity;
To improve the (security of the) services we provide, including by conducting checks;
To keep you informed about news, developments, services and products from AEMAS;
To evaluate, research and develop the services provided by AEMAS;
To send newsletters, if you have subscribed;

For internal quality purposes;
To manage, secure, tailor, and improve the AEMAS website;
For marketing and commercial purposes;
To comply with legal obligations applicable to AEMAS;
To contact you and respond to your enquiries or requests for quotations;
To conduct satisfaction surveys.

And for the following purposes, depending on your relationship and interactions with AEMAS:

1. About you as our contact person for our business partners, customers and end users, vendors and suppliers, when we set up your company's account enterprise resources planning system, and in the framework of our existing business relationship. This will necessarily involve the processing of the following data: contact information (full name, postal work address, work email address and telephone numbers), job title, payment information (bank account number, tax ID, and other related billing information and data necessary for processing payments and fraud prevention), data relating to purchase history.

We will use this information to:

allow AEMAS to execute the contract concluded with you:
to issue a quote, for order entry and to establish a contract;
to fulfill your purchase contract or making available a free demo, including making required shipping arrangements and provide related customer support;
to ensure timely supply of critical firmware updates (by email notification or otherwise);
to communicate about the Products & Services you purchased with us, or to respond to your queries or requests (including relating to AEMAS Products & Services);
to send administrative information to you (such as information relating to the AEMAS Site and changes to our terms, conditions and policies),
pursue AEMAS's legitimate interest to:
create and communicate content and offers most relevant to you, and to send relevant personalized marketing communications to you;
send offers and accessories related to your purchase, and newsletters relating to AEMAS's Products & Services to you;
keep your technical skills required to operate our cameras up to date, by sending invitations to trainings, camera tutorials and online programs and reminders of certification renewal dates to you;
send reminders of the upcoming expiration date of your equipment's calibration and commercial warranties.

2. When you visit a AEMAS Site: certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type, screen resolution, operating system name and version, device manufacturer and model, language, internet browser type and version, the name and version of the AEMAS Site you are using, and the IP address of your PC or other device, records related to customer preferences (opt-ins and opt-out outs of marketing programs and cookies).

We will use this information to pursue our legitimate interest to make the AEMAS Site more easy for you to use, to improve and help develop the AEMAS Site and related IT systems, and to fulfill our business purpose, such as:

carrying out data analysis, identifying usage trends, analyze how visitors use and browse AEMAS Sites;
carrying out audits, fraud monitoring and prevention;
developing new products, enhancing, improving and modifying our products, determining the effectiveness of our promotional campaigns and operating and expanding our business activities.
Certain online information about you or device information when you visit our website or use or mobile apps may originate from the use of cookies and similar technologies that store or accesses information on your device (e.g. pixel tags, unique identifiers etc.); we use this information to deliver functionality on and improve efficiency of our websites, to improve your user experience by storing and using information on your website preferences and habits, and to show you personalized advertisements on the basis of your Web browsing and profile. For more information on cookies, please see section "Cookies" below.

4. LEGAL BASIS FOR OUR PROCESSING OF PERSONAL INFORMATION (GDPR)

Unless expressly stated otherwise, when we collect Personal Information from you, AEMAS requires a lawful basis under the GDPR to process personal data. AEMAS relies on one of the six legal bases set out in the General Data Protection Regulation (GDPR) for each of its processing activities. These are:

- Consent (Article 6(1)(a) GDPR): You have given us clear and explicit consent to process your Personal Information for one or more specific purposes.
- Contract (Article 6(1)(b) GDPR): The processing is necessary for the performance of a contract we have with you, or because you have asked us to take specific steps before entering into a contract.
- Legal Obligation (Article 6(1)(c) GDPR): The processing is necessary for us to comply with a legal obligation to which we are subject (not including contractual obligations).
- Vital Interests (Article 6(1)(d) GDPR): The processing is necessary to protect someone's life. This basis is only used in rare emergency situations.
- Public Task (Article 6(1)(e) GDPR): The processing is necessary for us to perform a task in the public interest or for our official functions, where the task or function has a clear basis in law. This basis is primarily relevant for public authorities.
- Legitimate Interests (Article 6(1)(f) GDPR): The processing is necessary for our legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect your personal data which overrides those legitimate interests. When relying on this basis, we conduct a balancing test to weigh our interests against your rights and freedoms.

5. RETENTION PERIODS

AEMAS never retains Personal Data for longer than is necessary for the purpose of the Processing. AEMAS retains your Personal Data for as long as it deems necessary to provide its services, to enable you to use the website, to comply with applicable legislation, to resolve disputes between parties, and otherwise as necessary to enable AEMAS to conduct its business activities. AEMAS will, in any event, retain your Personal Data during the period that you have an agreement with AEMAS. It is also possible that data may be retained after the termination of an agreement with AEMAS, including when this data is linked to a contract, invoice, or other official document.

6. SHARING PERSONAL DATA WITH THIRD PARTIES

In the performance of its activities, AEMAS may use the following categories of Third Parties:
If the services of third parties are required for the performance of the agreement, the contact details will be shared with this supplier/partner.
AEMAS shall ensure that the third parties with whom personal data is shared provide an equivalent level of protection for your personal data.
In connection with a merger or acquisition of (a part of) its organisation, AEMAS may share your Personal Data with a Third Party, such as a potential buyer or seller. AEMAS will, of course, inform you of this via email and/or a clearly visible notice on our website and inform you of your rights in this situation.

7. SHARING OF PERSONAL DATA OUTSIDE THE EUROPEAN ECONOMIC AREA

It may be necessary to transfer your Personal Data to Third Parties located outside the European Economic Area (EEA). In accordance with the GDPR, AEMAS will only transfer your Personal Data to countries outside the EEA if:

- The European Commission has decided that the third country ensures an adequate level of protection;
- Appropriate safeguards are provided, and you have enforceable rights and effective legal remedies; The transfer is necessary for the performance of your agreement with AEMAS;
- You have explicitly consented to the transfer, after having been informed of the risks involved;
- The transfer is necessary for important reasons of public interest;
- The transfer is occasional and necessary for compelling legitimate interests of AEMAS, and AEMAS has implemented appropriate safeguards and has informed the Dutch Data Protection Authority thereof.

In situations where AEMAS transfers your Personal Data outside the EEA, it takes measures to ensure that your Personal Data remains well protected.

8. SECURITY OF PERSONAL INFORMATION

At AEMAS, we take the security of your Personal Data extremely seriously. Good security measures are essential. Therefore, we strive to make it as difficult as possible for malicious parties to gain access to AEMAS's systems. AEMAS has taken, among others, the following measures:

- Only persons who are authorised to do so have access to Personal Data. AEMAS endeavours to keep the number of authorised persons as limited as possible;
- All employees of AEMAS have signed a confidentiality agreement, whereby they commit to observing complete confidentiality regarding all information (including Personal Data);
- Electronic transmission of Personal Data always takes place via a secure connection;
- The website is secured by an SSL certificate, which can be identified by the abbreviation https (HyperText Transfer Protocol Secure) displayed in the URL;
- AEMAS ensures that your Personal Data is only shared with Third Parties when necessary and when it has agreed upon appropriate security measures with these Third Parties.

We seek to use reasonable organizational, technical and administrative measures to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. So, whilst we will do our best to protect your Personal Information, we cannot guarantee the security of your data transmitted to the AEMAS Site. Any transmission is at your own risk. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of your account has been compromised), please immediately notify us in accordance with the “Contact Us” section below.

9. YOUR RIGHTS

In the event your Personal Data is Processed, you have a number of rights, which are set out below. You can exercise these rights by submitting your request in writing to AEMAS or by sending an email to the address below. AEMAS will verify your identity before your request can be fulfilled.

AEMAS will respond to your request as soon as possible, but no later than within one month. AEMAS will not charge you for the handling of your aforementioned requests, unless your requests are excessive.

- **Right of access to personal data** You may at any time request AEMAS to indicate which (categories of) Personal Data AEMAS Processes of you, for which purposes this occurs, from which source the Personal Data originates, and which retention periods are applied.
- **Right to rectification of personal data** You may at any time contact AEMAS to supplement or correct your Personal Data. Should it unexpectedly appear that AEMAS has Processed incorrect Personal Data of you and/or provided it to Third Parties, AEMAS will rectify this without delay. If AEMAS has changed your Personal Data, AEMAS will inform you of this.
- **Right to restriction of processing of your personal data** If you do not agree with the content of the Personal Data that AEMAS holds of you, you may in some cases submit a request to temporarily restrict the Processing of your Personal Data.
- **Right to withdraw consent** You may also withdraw your given Consent for the Processing of your Personal Data. Upon receipt of your request, AEMAS will immediately cease the Processing of your Personal Data for which you had given Consent. The withdrawal of your Consent does not affect the Processing that has already taken place.
- **Right to data portability** You can request the Personal Data that AEMAS holds of you in a structured, commonly used, and machine-readable format. After receiving the Personal Data, you are free to transfer this information.
- **Right to erasure ('Right to be Forgotten')** If you no longer wish to use the services of AEMAS, you can submit a request for the deletion of all your Personal Data.
- **Right to object** You have the right to object to the Processing of your Personal Data which AEMAS bases on the grounds of 'legitimate interest of AEMAS or of a Third Party' and 'performance of a task

carried out in the public interest'. If AEMAS relies on these grounds, AEMAS will conduct a balancing of interests with regard to your privacy. The right to object allows you to require AEMAS to perform this balancing of interests again.

- **Right to lodge a complaint or initiate legal proceedings** AEMAS is committed to finding a fair solution with you if you have a complaint or problem with our use of your Personal Data. However, if you believe that AEMAS has not been able to assist you with your complaint or problem, you also have the option to lodge a complaint with the Dutch Data Protection Authority or to initiate legal proceedings.

10. CHILDREN'S PRIVACY POLICY

The AEMAS Site is not intended for use by minors or by children, including children under the age of sixteen. AEMAS does not knowingly collect Personal Information online from minors or children. If you think that AEMAS has collected Personal Information from your child, please contact us at analyse@aemas.nl. Because AEMAS is committed to protecting children's privacy online, use of the AEMAS Site by children under the age of sixteen is prohibited.

11. COOKIES

AEMAS uses cookies and similar technologies on its website. Cookies are small pieces of information that are stored on your computer. We use cookies for the functioning and provision of AEMAS's services. This enables AEMAS to see how its visitors use the website. With this information, AEMAS can adapt its website to user preferences.

12. AMENDMENTS AND APPLICABLE LAW

AEMAS may amend this privacy policy in the future. This may be necessary because the law imposes different requirements or because we expand our services. The most recent version is always available on the website.

None of the provisions in this privacy policy are intended to create an obligation or agreement between AEMAS and you. The provisions of this privacy policy and all disputes arising therefrom are governed by Dutch law.

Contact Details
AEMAS
Everdenberg 155
Oosterhout, 4902 TT
analyse@aemas.nl
+31 (0) 162 462 666