00 Introduction

This privacy statement states how your personal data will be collected and stored. It will describe where your data is stored and for which purposes your data will be used. Also, you will encounter all your rights concerning your personal data and how to make use of these rights. This privacy statement could be updated from time to time, for example, due to changes in legislation. Because of this, it is recommended to regularly consult the privacy statement.

01 Story of AMS B.V.

This is the Privacy Statement of Story of AMS.
There are situations that require Story of AMS to collect and store your personal data. It is in your best interest to know what will be done with this data and how you can voice your personal wishes regarding your data storage. If you ever feel unsure about the storage of your data by Story of AMS, please contact us!

privacy@storyofams.com

02 Purpose of storing your personal data

There are multiple reasons for storing your data by Story of AMS. Hereunder you will read all about it:

Story of AMS makes use of email addresses to send their newsletters. These newsletters are created with commercial interests, and also used for sharing insights. Your first name and email address will be collected via the form that is needed to put you on the mailing list on the website of Story of AMS. Also, Story of AMS could request you personally or textually to log in.

Your personal data will be stored whenever you reach out to Story of AMS via their website. Within the form, only the required data is requested to offer a service or proposal. You can think of data such as your name, company name, email address, telephone number and project description.

The website of Story of AMS will collect your personal data to improve their website. This process of improvement is supported by Google Analytics. The data that will be produced by this, is anonymous and therefore will not be connected to your personal data. An example of useful data is the duration of your visit or the number of pages you have looked at. All data will only be used with your explicit approval and only for purposes that you approved of.

03 Receivers

The data that Story of AMS collects and uses are administered by the use of:

MailChimp
Newsletters will be sent via MailChimp. During the sign up for the newsletter, your e-mail address and surname will automatically be stored in the appropriate list within MailChimp.

Calendly
Calendly will be used for scheduling a meeting on the website of Story of AMS. It will store your personal contact details.

Typeform
You can fill in a form to apply for a vacancy and Story of AMS has a standard contact form that you can fill in.

TransIP
The email of Story of AMS is hosted by TransIP. Whenever you contact Story of AMS via forms or via e-mail, the concerned e-mails will be stored on the servers of TransIP.

Facebook Pixel
Facebook Pixel tracks who will visit the website based on Facebook accounts. It will store basic profile information that is uploaded to your Facebook account.

LinkedIn Insight Tag
LinkedIn Insight Tag tracks who will visit the website based on LinkedIn accounts. It will store basic profile information that is uploaded to your LinkedIn account.

Hotjar
Hotjar is a feedback tool that analyses and stores behavior of website visitors.

04 Storage period

To execute the aforementioned activities, some of your data will be stored for a longer period of time by Story of AMS. Whenever it is not urgent to store your data, your data will not be stored. An exception to this is that Story of AMS has to continue storing your data as a result of legislation.

Sending newsletters
Your e-mail address and surname will be stored in MailChimp. The period of storing your data has no end date. You can unsubscribe to the newsletter whenever you want via the link that can be found on the bottom of every newsletter, or via sending an email to hello@storyofams.com.

Contact
Whenever you contact Story of AMS via e-mail, all data that is being sent, such as your name, company name and email address, will be stored on the mail server. E-mails will be stored for a maximum of two years after you have sent them.

Analytics
Data on the website that is stored by Analytics, are anonymous and therefore are not connected to your name, company name or e-mail address. This data can be stored for an indefinite duration within Google Analytics.

05 Security

Your personal data will not be physically copied. Your data will be collected in the systems and software mentioned above. The personal data that is stored by Story of AMS or the third parties that are mentioned before, is only accessible via the existing software and are secured with a password that requires two-step verification. By using this two-step verification, a code will be sent from within the software to Story of AMS. The process of logging in requires this code. The devices that will consult your data are secured with fingerprint or a password as well. The devices on which your data will be consulted will always be limited to the necessary amount.

Besides this, your visit to the website is secured via an SSL certificate. This means that your connection with the website of Story of AMS is fully private. You can recognize the presence of this SSL certificate by the green lock next to the URL. Also, the domain of Story of AMS is signed with DNSSEC. This is an extra aid that makes sure the 'signage' of the website is safer and more trustworthy.

06 Your rights

Your right to inspect
At all times, you preserve the right to consult your personal data that is stored by Story of AMS. You can send an email or call Story of AMS to do this. You will receive an overview with your personal data.

Your right to rectification
Is your data incorrect? Or do you want to make a change? You always preserve the right to let this rectify by Story of AMS. Your data regarding the newsletter can be adjusted via the allocated URL that you can find on the bottom of every newsletter.

Your right to transmission
Whenever you need the data that is stored by Story of AMS to switch to another party, you will always preserve the right for this transmission. Story of AMS is obligated to send your data to the party that is indicated by you.

Your right to let your data be erased
If it is your wish that your data will not be stored by Story of AMS any longer, Story of AMS is obligated to erase all of your data.

Your right to make a complaint
You preserve the right to make a complaint at the 'Authority Personal Data', if you have second thoughts about the way Story of AMS handles your data.

Your right to stop usage of data (objection)
Whenever you do not want Story of AMS to collect and store your data, you have the right to stop this. If you want to make use of this right, you can indicate this via privacy@storyofams.com. Please send a copy of your ID. You can blur the pass photo, numbers on the bottom of the file and the ID and BSN number. Story of AMS aims to give an answer to your request within one week.

07 Obligations

Story of AMS processes personal data for sake of justified interest, namely a commercial interest. You can think of offering services or products of Story of AMS via email. Your data will never be sold to third parties. The data that is required to hand over, is the minimal required data for offering the services or products. Your e-mail address is, for example, needed to send the newsletter. When this mandatory data will not be handed over, Story of AMS cannot offer the concerning service. If Story of AMS needs to share your personal data with the above-mentioned parties, for example, to offer (one of their) services, your approval will always be requested. Story of AMS preserves their right to make your personal data public when they are legally obliged, or when Story of AMS needs to protect their rights, property or security. Story of AMS will always respect your right to privacy.

Do you have a question? Please contact us at hello@storyofams.com