

PRIVACY POLICY

This is the privacy policy of Mooi The Agency, with registered office at Nieuwpoortkade 2a in Amsterdam, Chamber of Commerce no. 59470356, telephone number +31 (0)20 60 60 773.

How does MOOI The Agency handle personal data?

Data that provides insight into who you are is referred to as 'personal data'. This also includes customers' personal data. Use of this personal data, if not done carefully, can lead to a personal data breach

Mooi The Agency handles the processing of personal data with care. In doing so, we follow the guidelines of the General Data Protection Regulation (GDPR) and thereby guarantee the protection of your privacy.

How do we collect personal data?

We collect a customer's personal data when we enter into a cooperation agreement with a customer. By signing the agreement, the customer agrees to Mooi The Agency's processing of their personal data.

What do we use personal data for?

We collect and process personal data to perform our services, namely developing strategic PR activities with the aim of generating publicity, increasing brand awareness among both the press and consumers, and generating traffic to the site and points of sale. In addition, we collect and process personal data to comply with the legal requirements in order to keep the corresponding accounting records.

Which personal data do we collect?

We process the following personal data of customers:

- Company data including company name, Chamber of Commerce number, VAT number, address details, website address, e-mail details, contacts, and information required for our financial administration such as a customer's bank account number and IBAN details.

How long do we retain personal data?

We will retain personal data for the duration of the agreement. The customer has the right to access the personal data we keep at any time. As soon as the agreement is terminated, we will retain personal data until the legally determined period has expired.

Where is personal data stored?

Personal data that we collect is stored on our secure server. In addition, we process personal data in Exact in order to carry out our financial administration. Mooi and Exact have a processing agreement. Exact is in full compliance with GDPR guidelines.

Do we track you when you visit our website?

We do not keep track of visits to our website. However, our website does automatically collect certain non-identifiable information about website users, such as the Internet Protocol (IP) address of a computer.

We also use cookies to simplify navigation on our website. Cookies are small bits of information that remain on the computer after visiting a website. They are not harmful, but they do take up memory space on the computer. The cookies are not used to identify you. If you do not want to receive cookies, you can block them in your Internet browser.

Personal data security

Mooi The Agency makes every effort to optimally protect your personal data against unlawful use. Your personal data is stored on a secure server. Mooi The Agency's IT environment is in full compliance with the AVG/GDPR guidelines. Furthermore, we never disclose personal data to third parties without consent.

Do you have any questions?

If you have any questions regarding our privacy policy, our working method in this area, or a complaint about the way in which we handle your personal data, you can contact us by sending an e-mail to info@mooitheagency.com or by calling us on +31 (0)20 60 60 773.