



# Privacy Policy

For visitors of [accepteasy.com](https://accepteasy.com) and related domains

## 1. Privacy Policy

We are committed to safeguarding the privacy of our website visitors. This policy applies to both our commercial websites (Websites), including [www.accepteasy.com](http://www.accepteasy.com) and the subscription for newsletters, blogs, etc. (the Subscription Service), owned and controlled by Serrala Solutions B.V..

This Privacy Policy governs our data collection, processing and usage practices. It also describes your choices regarding use, access access and correction of your personal information. By using the Website or the Subscription Service, you consent to the data practices described in this Privacy Policy. If you do not agree with the data practices described in this Privacy Policy, you should not use the Websites or the Subscription Service.

We may update this Privacy Policy from time to time by posting a new version online. You should check this page occasionally to review any changes.

If you have any questions about this Privacy Policy or our treatment of the information you provide us, please write to us by email at [privacy@accepteasy.com](mailto:privacy@accepteasy.com) or by postal mail to Serrala Solutions B.V. , Security Officer, Keizer Karelweg 5, 1185 HL Amstelveen, the Netherlands.

## 2. Information we collect

You are free to explore the Websites without providing any Personal Information about yourself. When you visit the Websites or register for the Subscription Services we request that you provide Personal Information about yourself, and we collect Navigational information;

Personal Information refers to any information that you submit to us and that identifies you personally, including contact information. Personal Information can also include information about any transactions, that you enter into on the Websites, and information about you that is available on the internet, such as from Facebook, LinkedIn, Twitter and Google, or publicly available information.

Navigational Information refers to information about your computer or mobile devices and your visits to this website such as your IP address, geographical information, browser type, referral source, length of visit and pages viewed.

The Websites are not intended for or targeted at children under 16, and we do not knowingly or intentionally collect information about children under 16. If you believe that we have collected information about a child under 16, please contact us at [privacy@accepteasy.com](mailto:privacy@accepteasy.com), so that we may delete the information.

In case a visitor has sent an email via the demo functionality within our Websites, the visitor is also a Recipient. In that case the Privacy Policy for Recipients of a Serrala Solutions Payment Request is also applicable.

### 3. How we use information we collect

#### Compliance with our Privacy Policy

We use the information we collect only in compliance with this Privacy Policy. We will never sell your Personal Information and we carry out all processing operations in strict compliance with the EU General Data Protection Regulation (“GDPR”) (specifically but not limited to Article 6(1)(b) to (f) and Article 28).

#### Use of Personal Information

In addition to the uses identified elsewhere in this Privacy Policy, we may use your Personal Information to:

- a) Improve your browsing experience by personalizing the Websites and to improve the Subscription Service;
- b) Send information to you which we think may be of interest to you by post, email, or other means;
- c) Send you marketing communications relating to our business or the businesses of carefully-selected third parties which we think may be of interest to you;
- d) We may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, we do not transfer your unique Personal Information to the third party. In addition, we may share data with trusted partners to contact you based on your request to receive such communications, help us perform statistical analysis, or provide customer support. Such third parties are prohibited from using your Personal Information except for these purposes, and they are required to maintain the confidentiality of your information.

#### Use of Navigational Information

We use Navigational Information to operate and improve the Websites and the Subscription Service. We may also use Navigational Information alone or in combination with Personal Information to provide you with personalized information about Serrala Solutions B.V..

#### Security of your Personal Information

We use a variety of security technologies and procedures to help protect your Personal Information from unauthorized access, use or disclosure. We secure the Personal Information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When Personal Information is collected on our Websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

If you have any questions about the security of your Personal Information, you can contact us at [privacy@accepteasy.com](mailto:privacy@accepteasy.com).

## Social media features

Our Websites include Social Media Features, such as the Linked-In share button. These features may collect your IP address, which page you are visiting on our Websites, and may set a cookie to enable the feature to function properly. Social Media Features are hosted by a third party or hosted directly on our Websites. This Privacy Policy does not apply for these features. Your interactions with these features are governed by the Privacy Policy and other policies of the companies providing them.

## External websites

For the convenience of its users, Serrala Solutions B.V. has incorporated hyperlinks to third party websites on its own Websites. The Privacy Policy of these third parties applies to these websites. Serrala Solutions B.V. is in no way responsible for the content of these websites and any data collected on them.

## Public forums

We offer publicly accessible message boards, blogs, and community forums. Please keep in mind that if you directly disclose any information through our public message boards, blogs, or forums, this information may be collected and used by others. We will correct or delete any information you have posted on the Website if you so request, as described in "Opting out and unsubscribing" below.

## Retention of Personal Information

We retain Personal Information that you provide us as long as we consider it potentially useful in contacting you or as needed to comply with our legal obligations.

We will delete this information from the servers at an earlier date if you so request, as described in "Opting out and unsubscribing" below.

## International Transfer of Information

To facilitate our global operations, we may transfer and access Personal Information from around the world. This Privacy Policy shall apply even if we transfer Personal Information to other countries. We are committed to subjecting all personal data received to the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework.

## Compelled disclosure

We reserve the right to use or disclose your Personal Information if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or comply with a law, court order, or legal process.

## 4. Navigational Information

### Cookies

We use cookies or similar technologies to analyze trends, administer the website, track users' movements around the website, and to gather demographic information about our user base as a whole.

We use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your device. Cookies are not used to run programs or deliver viruses to your device. Cookies are uniquely assigned to you, and can only be read by a server in the domain that issued the cookie to you. One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the server that you have returned to a specific page. For example, if you personalize pages on our Websites, or register for the Subscription Service, a cookie helps us to recall your specific information on subsequent visits. When you return to the same Website, the information you previously provided can be retrieved, so you can easily use the customized features.

On some of our websites, third party vendors, including Google, use cookies to serve ads based on your previous visit(s) to our website(s) and/or other websites. Google's use of advertising cookies enables it and its partners to serve ads to you based on your visit(s) to our site(s) and/or other sites on the internet. You may opt out of personalized advertising by visiting Google's Ads Settings.

You have the ability to accept or not to accept cookies. If you choose not to accept cookies, you may not be able to fully experience the interactive features of the Subscription Service or Websites you visit.

### Log files

We may collect demographic information, such as your ZIP code, age, gender, preferences, interests and favorites using log files that are not associated with your name or other personal information. There is also information about your computer hardware and software that is automatically collected by us. This information can include: your IP address, browser type, domain names, internet service provider (ISP), the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, clickstream data, access times and referring website addresses. This information is for the operation of the Subscription Service, to maintain quality of the Subscription Service, and to provide general statistics regarding use of the Website. For these purposes, we do link this automatically-collected data to Personal Information such as name, email address, address, and phone number.

## Analytics

We may also use Google Analytics, Hotjar and other service providers to collect information regarding visitor behavior and visitor demographics on our Services. These service providers help us better understand our users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. These service providers use cookies and other technologies to collect data on our users' behavior and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. These service providers stores this information on our behalf in a pseudonymized user profile. For more information about Google Analytics, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can opt out of Google's collection and processing of data generated by your use of the Services by going to <http://tools.google.com/dlpage/gaoptout>. For further details on Hotjar, please see the 'about Hotjar' section of Hotjar's support site: <https://help.hotjar.com/hc/en-us/categories/115001323967-About-Hotjar>."

## Clear gifs (web beacons/web bugs)

We employ a software technology called clear gifs (a.k.a. Web Beacons/Web Bugs), that help us better manage the Website and Subscription Service by informing us what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's device, clear gifs are embedded invisibly on Web pages or in emails and are about the size of the period at the end of this sentence. We use clear gifs in our HTML-based emails to let us know which emails have been opened by recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. We tie the information gathered by clear gifs in emails to Personal Information. If you would like to opt-out of these emails, please see "Opting out and unsubscribing".

The use of cookies and web beacons by any tracking utility company is not covered by our Privacy Policy.

## 5. Opting out and unsubscribing

### Reviewing, correcting and removing your personal information

Upon request we will provide you with information about whether we hold any of your Personal Information. If you provide us with your Personal Information, you have to following rights with respect to that information:

- Review the user information that you have supplied to us;
- To request that we correct any errors, outdated information, or omissions in user information that you have supplied to us;
- To request that your user information not be used to contact you;
- To request that your user information be removed from any solicitation list that we use;
- To request that your user information be deleted from our records;
- To opt out of being solicited by Serrala Solutions B.V..

To exercise any of these rights, please contact us at [privacy@accepteasy.com](mailto:privacy@accepteasy.com) or by postal mail to Serrala Solutions B.V. , Security Officer, Keizer Karelweg 5, 1185 HL Amstelveen, the Netherlands. We will respond to your request to change, correct, or delete your information within a reasonable timeframe and notify you of the action we have taken.

### To unsubscribe from our communications

You may unsubscribe from our marketing communications by clicking on the “unsubscribe” link located on the bottom of our e-mails, or by sending us an e-mail at [privacy@accepteasy.com](mailto:privacy@accepteasy.com) or by postal mail to Serrala Solutions B.V. , Security Officer, Keizer Karelweg 5, 1185 HL Amstelveen, the Netherlands.