

Online Privacy statement

This statement is effective as of 1 January 2020, and has been updated on 30 September 2021 to align with the brandname change of Softline Solutions Northern Europe to Softline Group Northern Europe.

Your privacy is important to Softline Group; maintaining your trust is paramount to us.

This Statement discloses the information practices for Softline Group Northern Europe's websites (.nl and the .nl/en), what type of information about our websites' users is gathered and tracked, and how the information is used, shared or otherwise processed offline.

This Statement applies to Softline Group Northern Europe websites that links to this Statement but does not apply to those Softline Group websites that have their own Privacy Statement. Additionally, it does not apply to instances where we merely process information on behalf of clients for their benefit.

We may supplement this Statement with additional information relating to a particular interaction we have with you.

Collection of Personal Information

You may choose to give us personal information directly in a variety of situations. For example, you may want to give us your name and (business) contact information to communicate with you, to order a product or process an order, to register for a service, to provide you with a subscription, or to do business with us if you are a supplier or a business partner. You may also share a description of your education and work experience in connection with a job opening at Softline Group Northern Europe for which you wish to be considered. If you tell us that you do not want us to use your information to make further contact with you beyond fulfilling your request, we will fully respect your wishes.

We may also collect information relating to your use of our Northern Europe websites through the use of various technologies. For example, when you visit our websites, we may log certain information that your browser sends us, such as your IP address (including information deriving from your IP address such as your geographic location), browser type, version and language, access time, duration of access, and referring website addresses. We may also collect information about the pages you view within our sites, the time you spent on the site and other actions you take on our site while visiting our website.

We may also use such technologies to determine whether you have opened a marketing e-mail or clicked on a link contained in a mailing. By recording information in this way, we can collect figures on the use and effectiveness of our websites, we can make your experience more personal and we can tailor our communication with you. For details regarding the technologies we employ, see Cookies, Web Beacons and Other Technologies below.

The information we collect about your preferences comes from our direct interactions with you.

From time to time, we may also collect information that pertains to you indirectly through other sources, such as our (event)partners. When we do so, we ask the partners to confirm that the information was legally acquired by the third party and that we have the right to use it and to make contact with you.

When you register for one of our own events or an event where we are a partner, we may collect additional information (online or offline) regarding the organisation of the event, as well as participation in specific sessions and any survey results. When you provide us with your (business) contact information (for example a business card), we can use this contact information to communicate with you about the event itself or about topics related to it, before, during or after the event. During these events specific presentations can be recorded (sound only or image as well). In addition, (group) photos and ambiance photos can be taken (when recognisable only with your consent) during events. These photos or videos are used for promotional purposes only. The information that we collect during an event, either directly or indirectly, may be combined to help us improve its overall accuracy and completeness, and to help us better tailor our communication with you.

Use of Personal Information

The following paragraphs describe in more detail how Softline Group Northern Europe may use your personal (business) information.

Fulfilling your Transaction Request

If you request something from Softline Group Northern Europe, for example, a product or service, a call-back, or specific marketing materials, we will use the personal information you provide to fulfil your request. To help us do this, we may share information with others, for instance, Softline Group Northern Europe's business partners. We may also contact you as part of our customer satisfaction surveys or for market research purposes.

Personalising your Experience on our websites

We may use the personal information we collect about you to provide you with a personalised experience on our websites and of our Marketing materials, such as providing you with content you may be interested in and making navigation on our sites easier. We also may use this information to improve the content of our websites.

Providing Support

We may use your personal information to support products or services you have obtained from us, such as notifying you of a product update or fix. We may combine your information with information from other interactions to provide you with more valuable suggestions in relation to product support.

In the course of providing technical support to you, we may sometimes have access to data that you have provided to us or data that is located on your system. This data may contain information about you, your organisation's employees, customers, partners, or suppliers. This Privacy Statement does not apply to our access to or handling of this personal information; the conditions regarding the handling and processing of this data is covered by the applicable Terms of Use or other agreements between you and Softline Group Northern Europe and its legal entities.

Marketing

The personal information you provide to Softline Group Northern Europe, as well as the personal information we have collected about you indirectly, may be used by Softline Group Northern Europe for

marketing purposes, i.e, to keep you informed about events, products, services and solutions that Softline Group Northern Europe sells and which may complement an existing product portfolio. You may at any time choose not to receive marketing materials from us, or to change your preferences by following the “change preferences” link included in all Marketing e-mails you may receive.

Some of our offerings or events may be offered by Softline Group Northern Europe together with a partner (co-branded). If you sign up for these offerings or events, be aware that your information may also be collected by and shared with those partners, depending on the privacy policy or terms of use you agree with when registering for the specific event. If you do not want Softline Group Northern Europe to share your information collected during the co-branded activity with the related partner, please let us know by sending an email to info.nl@softline-group.com.

Recruitment

In connection with a job application or inquiry, whether advertised on a Softline Group Northern Europe website or otherwise, you may provide us with information about yourself, such as a resume. We may use this information throughout the Softline Group organisation (and its legal entities) in order to address your inquiry or consider you for employment purposes.

Protection of the Rights and Property of Softline Group Northern Europe and Others

We may also use or share your personal information to protect the rights or property of Softline Group Northern Europe, our business partners, suppliers, clients, or others when we have reasonable grounds to believe that such rights or property have been or could be affected. In addition, we reserve the right to disclose your personal information as required by law, and when we believe that disclosure is necessary to protect our rights, or the rights of others, to comply with a judicial proceeding, court order, or legal process served on our websites.

Sharing of Personal Information

Softline Group Northern Europe is a European organisation offering a range of ITAM products and related services, with business processes, management structures and technical systems that cross borders. Thus, we may share your information with our Softline Group subsidiaries where we do business in accordance with this Privacy Statement.

There may be circumstances in which Softline Group Northern Europe decides to sell, buy, merge or otherwise reorganise businesses in some countries. Such a transaction may involve the disclosure of business information to prospective or actual purchasers, or the receipt of such information from sellers. It is Softline Group Northern Europe’s practice to require appropriate protection for personal information in these types of transactions.

If Softline Group Northern Europe, for the purposes below, transfers your information outside the country where the information is collected, Softline Group Northern Europe will comply with the applicable legislation. For data originating from a member state of the European Union and the United Kingdom, Softline Group Northern Europe uses a multitude of data transfer mechanisms (including model contract provisions) for this purpose.

Please be aware that in certain circumstances, personal information may be subject to disclosure to government agencies pursuant to judicial proceedings, court order, or legal process. We may also share your personal information to protect the rights or property of Softline Group Northern Europe, our business partners, suppliers or clients, and others when we have reasonable grounds to believe that such rights or property have been or could be affected.

Information Security and Accuracy

We intend to protect your personal information and to maintain its accuracy. Softline Group Northern Europe implements reasonable physical, administrative and technical safeguards to help us protect your personal information from unauthorised access, use and disclosure. We also require that our suppliers protect such information from unauthorized access, use and disclosure.

Retention

Softline Group Northern Europe will retain your personal information for as long as is required to fulfil the purposes for which the information is processed or for other valid reasons to retain your personal information (for example to comply with our legal obligations, resolve disputes, or enforce our agreements).

Cookies, Web Beacons and Other Technologies

As mentioned above, we collect information from your visits to our websites to help us gather statistics about usage and effectiveness, personalise your experience, tailor our communication with you, and improve our products and services. We do so through the use of various technologies, including scripts, tags, Local Shared Objects (Flash cookies), Local Storage (HTML5) beacons, cookies and our marketing/CRM system "HubSpot".

What are cookies and why are cookies used

A cookie is a piece of data that a website can send to your browser, which may then be stored on your computer as a tag that identifies your computer. While cookies are often only used to measure website usage (such as number of visitors and duration of visit) and effectiveness (such as topics visitors are most interested in) and to allow for ease of navigation or use and, as such, are not associated with any personal information, they are also used at times to personalise a known visitor's experience of a website by being associated with profile information or user preferences. Over time this information provides valuable insight to help improve the user experience.

Cookies are typically categorised as "session" cookies or "persistent" cookies. Session cookies help you navigate through the website efficiently, keeping track of your progression from page to page so that you are not asked for information you have already provided during the current visit, or information needed to be able to complete a transaction. Session cookies are stored in temporary memory and erased when the web browser is closed. Persistent cookies on the other hand, store user preferences for current and successive visits. They are written on your device's hard disk, and are still valid when you restart your browser. We use persistent cookies, for example, to record your choice of language and country location.

How to express privacy preferences regarding the use of cookies

We use cookies to offer you the best possible website experience. Some of them are essential, while others help us improve our website. We distinguish between 2 different types of cookies: "essential" cookies and "functional" cookies.

Essential Cookies

These cookies are necessary for the functioning of our website and cannot be deactivated in our systems. Google Analytics is marked as essential and strictly used for analytical purposes and to ensure the website is functioning properly. You can set your browser to block these cookies or to be notified about these cookies. Some areas of our website may no longer work after these settings have been changed.

Functional Cookies

We use functional cookies for statistical analysis and to help us improve the overall visitors experience for your benefits, e.g. to watch on demand webinars and other video's, read and share interesting articles on Social Media and receive event discount codes and download e-books. These cookies help us to deliver you relevant content that will help you with your daily SAM & ITAM practice.

If you block, turn off or otherwise reject our cookies, some web pages may not display properly.

Web beacons or other technologies

Softline Group Northern Europe website and mailings may also use web beacons or other technologies to better tailor those sites to provide better customer service. These technologies are in use across Softline Group Northern Europe's websites and mailings with a referral to the (specific) web pages. These web beacons usually work in conjunction with cookies. If you don't want your cookie information to be associated with your visits to these pages or use of these products, you can turn off functional cookies. If you do this, these visits will still be detected by cookies that fall under the "essential" cookies, but will only be used for the functioning of our website, and thus not detect additional information regarding your visit.

We use Local Shared Objects, such as Flash cookies, and Local Storage, such as HTML5, to store content information and preferences. Third parties with whom we partner to provide certain features on our website or to display Softline Group Northern Europe advertising on others' websites based upon your web browsing activity also use Flash cookies or HTML5 to collect and store information. Various browsers may offer their own management tools for removing HTML5. To manage Flash cookies, please go to http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html.

We may also include web beacons in marketing e-mail messages or our newsletters in order to determine whether messages have been opened and links contained within have been clicked on, this data is stored and processed in the HubSpot Marketing and CRM-system. Besides web beacons and analytical data HubSpot stores the data from chatbot usage.

Some of our content is published on external websites like YouTube and LinkedIn where the content itself can be shown on our website by imbedding their codes. This gives them the option to set web beacons and cookies on our site. In addition, third-party social media buttons may log certain information such as your IP address, browser type and language, access time, and referring website addresses, and, if you are logged in to those social media sites, they may also link such collected information with your profile information on that site. We do not control these third-party tracking technologies. If you wish to disable these cookies, you can do this at any time by disabling the “functional” cookies.

Online Advertising

Softline Group Northern Europe does not deliver third-party online advertisements on our web sites, but we advertise our services on LinkedIn. Please familiarise yourself with the terms of use of LinkedIn to understand their practices relating to advertising, including what type of information they may collect about your LinkedIn usage.

Privacy Questions and Access

If you have a question about this Privacy Statement or Softline Group Northern Europe's handling of your information, you can send an email to info.nl@softline-group.com. You can also contact us at:

Softline Group Northern Europe
Coltbaan 33
3439 NG Nieuwegein

Before Softline Group Northern Europe can pass on information to you or correct inaccuracies, we may ask you to confirm your identity, and possibly other data to assist us in responding to your request. We will contact you within 30 days of your request. If you no longer wish to receive marketing emails from Softline Group Northern Europe or you would like to change your preferences with regards to the content you are receiving or want to unsubscribe from all Marketing mailings, please follow the “change preferences” link included in all marketing emails you receive.