

Privacy Policy of giantmarketing.nl

Giantmarketing.nl collects some Personal Data from its Users.

Owner and Data Controller

Giant Marketing B.V.

Haarlemmerweg 331
1051 LH Amsterdam
The Netherlands

Owner contact email: contact@giantmarketing.nl

Types of Data collected

Among the types of Personal Data that giantmarketing.nl collects, by itself or through third parties, there are: Trackers; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); Usage Data; email address; first name; last name; phone number; profession; county; state; country; ZIP/Postal code; gender; date of birth; city; physical address; company name; website; VAT Number; fax number; various types of Data; Tax ID; field of activity; User ID; number of employees; name; device information; geographic position; payment info; billing address; shipping address; number of Users; session statistics; latitude (of city); longitude (of city); browser information; prefix ; budget; house number; language; purchase history; marital status; Data communicated while using the service; province; metro area; geography/region; IP address; app information; device logs; operating systems; launches; number of sessions; session duration; scroll-to-page interactions; mouse movements; scroll position; keypress events; motion sensor events; touch events; video views; clicks; browsing history; search history; page views; interaction events; page events; custom events; Application opens; contact info; password; username; workplace; Current City; referral URL; answers to questions; user content; contents of the email or message; industry; job title; time the message was received; Data communicated in order to use the Service; data relating to the point of sale; in-app purchases; invoicing information; financial account; product interaction; customer support; order ID; job position; screenshots; Calendar permission; time zone.

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using giantmarketing.nl.

Unless specified otherwise, all Data requested by giantmarketing.nl is mandatory and failure to provide this Data may make it impossible for giantmarketing.nl to provide its services. In cases where giantmarketing.nl specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools — by giantmarketing.nl or by the owners of third-party services used by giantmarketing.nl serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy.

Users are responsible for any third-party Personal Data obtained, published or shared through giantmarketing.nl.

Mode and place of processing the Data

Methods of processing

The Owner takes appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of giantmarketing.nl (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Place

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data.

Retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent activity, as well as the following: Analytics, Displaying content from external platforms, Contacting the User, Access to third-party accounts, Advertising, Handling activities related to productivity, Platform services and hosting, Traffic optimization and distribution, Registration and authentication provided directly by giantmarketing.nl, Handling payments, Remarketing and behavioral targeting, Managing data collection and online surveys, Spam and bots protection, Building and running giantmarketing.nl, User database management, Managing contacts and sending messages, Interaction with live chat platforms, Interaction with external social networks and platforms, Infrastructure monitoring and Handling activities related to compliance.

For specific information about the Personal Data used for each purpose, the User may refer to the section "Detailed information on the processing of Personal Data".

Facebook permissions asked by giantmarketing.nl

Giantmarketing.nl may ask for some Facebook permissions allowing it to perform actions with the User's Facebook account and to retrieve information, including Personal Data, from it. This service allows giantmarketing.nl to connect with the User's account on the Facebook social network, provided by Facebook Inc.

For more information about the following permissions, refer to the [Facebook permissions documentation](#) and to the [Facebook privacy policy](#).

The permissions asked are the following:

Basic information

By default, this includes certain User's Data such as id, name, picture, gender, and their locale. Certain connections of the User, such as the Friends, are also available. If the User has made more of their Data public, more information will be available.

Activities

Provides access to the User's list of activities.

Custom User Actions

Allows the app retrieve the actions published by another application as specified by the app namespace.

Deals

Read the deal activity.

Manage Advertisements

Provides the ability to manage ads and call the Facebook Ads API on behalf of a User.

Read advertisements

Allows to pull advertisement report information for advertisements accounts owned or granted access to by the owner or owners of other advertisement accounts, through this permission. Also provides access to the Server-Side API to allow advertisers to send web events from their servers directly to Facebook.

Detailed information on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

Access to third-party accounts

This type of service allows giantmarketing.nl to access Data from your account on a third-party service and perform actions with it.

These services are not activated automatically, but require explicit authorization by the User.

Facebook account access (Meta Platforms Ireland Limited)

This service allows giantmarketing.nl to connect with the User's account on the Facebook social network, provided by Meta Platforms Ireland Limited.

Permissions asked: Activities; Custom User Actions; Deals; Manage Advertisements; Read advertisements.

Place of processing: Ireland – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; commercial information.

This processing constitutes:

- a Sale in California

LinkedIn account access (LinkedIn Corporation)

This service allows giantmarketing.nl to connect with the User's account on LinkedIn, provided by LinkedIn Corporation.

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Advertising

This type of service allows User Data to be utilized for advertising communication purposes. These communications are displayed in the form of banners and other advertisements on giantmarketing.nl, possibly based on User interests. This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below. Some of the services listed below may use Trackers to identify Users or they may use the behavioral retargeting technique, i.e. displaying ads tailored to the User's interests and behavior, including those detected outside giantmarketing.nl. For more information, please check the privacy policies of the relevant services.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

Google Ad Manager (Google Ireland Limited)

Google Ad Manager is an advertising service provided by Google Ireland Limited that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with.

In order to understand Google's use of Data, consult [Google's partner policy](#).

This service uses the "DoubleClick" Cookie, which tracks use of giantmarketing.nl and User behavior concerning ads, products and services offered.

Users may decide to disable all the DoubleClick Cookies by going to: [Google Ad Settings](#).

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Meta Lookalike Audience (Meta Platforms Ireland Limited)

Meta Lookalike Audience is an advertising and behavioral targeting service provided by Meta Platforms Ireland Limited that uses Data collected through Meta's Custom Audience in order to display ads to Users with similar behavior to Users who are already in a Custom Audience list on the basis of their past use of giantmarketing.nl or engagement with relevant content across Meta's apps and services.

On the basis of these Data, personalized ads will be shown to Users suggested by Meta Lookalike Audience.

Users can opt out of Meta's use of Trackers for ads personalization by visiting this [opt-out page](#).

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Meta Audience Network (Meta Platforms Ireland Limited)

Meta Audience Network is an advertising service provided by Meta Platforms Ireland Limited **In order to understand Meta's use of Data, consult [Meta's data policy](#).**

Giantmarketing.nl may use identifiers for mobile devices (including Android Advertising ID or Advertising Identifier for iOS, respectively) and technologies similar to cookies to run the Meta Audience Network service. One of the ways Audience Network shows ads is by using the User's ad preferences. The User can control this in the [Facebook ad settings](#).

Users may opt-out of certain Audience Network targeting through applicable device settings, such as the device advertising settings for mobile phones or by following the instructions in other Audience Network related sections of this privacy policy, if available.

Personal Data processed: Trackers; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Meta ads conversion tracking (Meta pixel) (Meta Platforms Ireland Limited)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms Ireland Limited that connects data from the Meta Audience Network with actions performed on giantmarketing.nl. The Meta pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Meta Audience Network.

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

LinkedIn Ads (LinkedIn Ireland Unlimited Company)

LinkedIn Ads is an advertising service provided by LinkedIn Ireland Unlimited Company.

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

LinkedIn conversion tracking (LinkedIn Insight Tag) (LinkedIn Corporation)

LinkedIn conversion tracking (LinkedIn Insight Tag) is an analytics and behavioral targeting service provided by LinkedIn Corporation that connects data from the LinkedIn advertising network with actions performed on giantmarketing.nl. The LinkedIn Insight Tag tracks conversions that can be attributed to LinkedIn ads and enables to target groups of Users on the base of their past use of giantmarketing.nl.

Users may opt out of behavioral targeting features through their device settings, [their LinkedIn account settings](#) or by visiting the [AdChoices opt-out page](#).

Personal Data processed: device information; Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Video Reach (Reach Media GmbH)

Video Reach is an advertising service provided by Reach Media GmbH.

Personal Data processed: Trackers; Usage Data.

Place of processing: Germany – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Videobyte (Videobyte Inc)

Videobyte is an advertising service provided by Videobyte Inc.

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Videology (Videology, Inc.)

Videology is an advertising service provided by Videology, Inc.

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt out](#); United Kingdom – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Microsoft Advertising (Microsoft Corporation)

Microsoft Advertising is an advertising service provided by Microsoft Corporation.

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.

Google Analytics Demographics and Interests reports (Google Ireland Limited)

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for giantmarketing.nl (demographics means age and gender Data).

Users can opt out of Google's use of cookies by visiting Google's [Ads Settings](#).

Personal Data processed: Trackers; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Google Analytics Advertising Reporting Features (Google Ireland Limited)

Google Analytics on giantmarketing.nl has Advertising Reporting Features activated, which collects additional information from the DoubleClick cookie (web activity) and from device advertising IDs (app activity). It allows the Owner to analyze specific behavior and interests Data (traffic Data and Users' ads interaction Data) and, if enabled, demographic Data (information about the age and gender).

Users can opt out of Google's use of cookies by visiting Google's [Ads Settings](#).

Personal Data processed: Trackers; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example); various types of Data as specified in the privacy policy of the service.

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Google Analytics (Universal Analytics) with anonymized IP (Google Ireland Limited)

Google Analytics (Universal Analytics) is a web analysis service provided by Google Ireland Limited (“Google”). Google utilizes the Data collected to track and examine the use of giantmarketing.nl, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

This integration of Google Analytics anonymizes your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Google Analytics (Universal Analytics) (Google Ireland Limited)

Google Analytics (Universal Analytics) is a web analysis service provided by Google Ireland Limited (“Google”). Google utilizes the Data collected to track and examine the use of giantmarketing.nl, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in the United States

Google Analytics 4 (Google Ireland Limited)

Google Analytics 4 is a web analysis service provided by Google Ireland Limited (“Google”). Google utilizes the Data collected to track and examine the use of giantmarketing.nl, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting [Google's official documentation](#).

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: browser information; city; device information; latitude (of city); longitude (of city); number of Users; session statistics; Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt Out](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information; geolocation data.

This processing constitutes:

- a Sale in California

Meta Events Manager (Meta Platforms Ireland Limited)

Meta Events Manager is an analytics service provided by Meta Platforms Ireland Limited. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on giantmarketing.nl.

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Cloudflare Web Analytics (Cloudflare, Inc.)

Cloudflare Web Analytics is an anonymized analytics service provided by Cloudflare, Inc. that gives the Owner insight into the use of giantmarketing.nl by Users without needing to identify them. Further information may be found [here](#) and within the service's privacy policy.

Personal Data processed: device information; language; Usage Data.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information; inferences drawn from other personal information.

This processing constitutes:

- a Sale in California

WordPress Stats (Automattic Inc.)

WordPress Stats is an analytics service provided by Automattic Inc. or by Aut O'Mattic A8C Ireland Ltd., depending on how the Owner manages the Data processing.

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#); Ireland – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

HubSpot Analytics (HubSpot, Inc.)

HubSpot Analytics is an analytics service provided by HubSpot, Inc.

Personal Data processed: Trackers; Usage Data.

Place of processing: Germany – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Matomo Cloud (InnoCraft)

Matomo Cloud is an analytics service provided by InnoCraft.

Personal Data processed: app information; browser information; browsing history; city; clicks; country; county; custom events; device information; device logs; geography/region; interaction events; IP address; keypress events; language; latitude (of city); launches; longitude (of city); metro area; mouse movements; number of sessions; operating systems; order ID; page events; page views; scroll position; scroll-to-page interactions; search history; session duration; session statistics; state; time zone; Trackers; Usage Data; User ID; video views; ZIP/Postal code.

Place of processing: New Zealand – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information; geolocation data; inferences drawn from other personal information.

This processing constitutes:

- a Sale in the United States
- a Sharing in California

Building and running giantmarketing.nl

Key components of giantmarketing.nl are built and run directly by the Owner by making use of the software listed below.

WordPress (self-hosted) (giantmarketing.nl)

Giantmarketing.nl is built and run by the Owner via a CMS software (Content Management System) called WordPress.

Personal Data processed: billing address; city; company name; contact info; country; Data communicated while using the service; date of birth; device information; email address; first name; gender; geographic position; language; last name; password; payment info; phone number; physical address; profession; purchase history; shipping address; Usage Data; username; VAT Number; workplace; ZIP/Postal code.

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information; geolocation data; employment related information; inferences drawn from other personal information.

This processing constitutes:

- a Sharing in California

Contacting the User

Mailing list or newsletter (giantmarketing.nl)

By registering on the mailing list or for the newsletter, the User's email address will be added to the contact list of those who may receive email messages containing information of commercial or promotional nature concerning giantmarketing.nl. Your email address might also be added to this list as a result of signing up to giantmarketing.nl or after making a purchase.

Personal Data processed: city; company name; country; county; date of birth; email address; first name; gender; last name; phone number; physical address; profession; state; Trackers; Usage Data; website; ZIP/Postal code.

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information; employment related information.

This processing constitutes:

- a Sale in the United States

Contact form (giantmarketing.nl)

By filling in the contact form with their Data, the User authorizes giantmarketing.nl to use these details to reply to requests for information, quotes or any other kind of request as indicated by the form's header.

Personal Data processed: city; company name; country; county; date of birth; email address; fax number; field of activity; first name; gender; last name; number of employees; phone number; physical address; profession; state; Tax ID; Trackers; Usage Data; User ID; various types of Data; VAT Number; website; ZIP/Postal code.

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information; employment related information.

This processing constitutes:

- a Sale in California

Displaying content from external platforms

This type of service allows you to view content hosted on external platforms directly from the pages of giantmarketing.nl and interact with them.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

Google Fonts (Google Ireland Limited)

Google Fonts is a typeface visualization service provided by Google Ireland Limited that allows giantmarketing.nl to incorporate content of this kind on its pages.

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Calendly widget (Calendly, LLC)

Calendly widget is a calendar content visualization service provided by Calendly, LLC that allows giantmarketing.nl to incorporate content of this kind on its pages.

Personal Data processed: device information; email address; geographic position; name; phone number; Trackers.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information; geolocation data.

This processing constitutes:

- a Sale in California

YouTube video widget (Google Ireland Limited)

YouTube is a video content visualization service provided by Google Ireland Limited that allows giantmarketing.nl to incorporate content of this kind on its pages.

Personal Data processed: Trackers; Usage Data.

Place of processing: Ireland – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

YouTube Data API (Google Ireland Limited)

YouTube Data API is a video content visualization service provided by Google Ireland Limited that allows giantmarketing.nl to incorporate functions normally executed on YouTube so that Users can watch, find, and manage YouTube content directly on giantmarketing.nl.

Through this Service, giantmarketing.nl may collect Data directly or indirectly on or from Users' devices, including by making use of Trackers. Users may restrict such access to their Data via the [security settings page](#) provided by Google. Users may ask the Owner for further information about these privacy settings at any time through the contact details provided in this document.

Data collected through the Service may also be used to help third parties deliver interest-based advertising. Users can opt out of third-party interest-based advertising through their device settings or by visiting the [Network Advertising Initiative opt-out page](#).

Personal Data processed: Data communicated in order to use the Service; Data communicated while using the service; device information; password; Trackers; Usage Data; User ID; username.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Handling activities related to compliance

This type of service allows giantmarketing.nl to handle activities related to compliance.

accessiBe accessWidget (accessiBe Ltd.)

accessiBe accessWidget is a service that helps websites to comply with accessibility standards and is provided by accessiBe Ltd.

Personal Data processed: clicks; interaction events; IP address; page views; referral URL; Usage Data.

Place of processing: Israel – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

iubenda WayWidget (iubenda srl)

iubenda WayWidget is a service that helps websites to comply with accessibility standards and is provided by iubenda srl.

Personal Data processed: IP address; page views; Trackers; Usage Data.

Place of processing: Italy – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

Handling activities related to productivity

This type of service helps the Owner to manage tasks, collaboration and, in general, activities related to productivity. In using this type of service, Data of Users will be processed and may be retained, depending on the purpose of the activity in question. These services may be integrated with a wide range of third-party services disclosed within this privacy policy to enable the Owner to import or export Data needed for the relative activity.

Calendly (Calendly, LLC)

Calendly is a service provided by Calendly, LLC, that facilitates online scheduling of appointments.

Personal Data processed: device information; email address; geographic position; name; phone number; Trackers.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information; geolocation data.

Cal.com (Cal.com, Inc.)

Cal.com is a service provided by Cal.com, Inc. that facilitates online scheduling of appointments.

Personal Data processed: Calendar permission; email address; first name; last name; Usage Data.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Handling payments

Unless otherwise specified, giantmarketing.nl processes any payments by credit card, bank transfer or other means via external payment service providers. In general and unless where otherwise stated, Users are requested to provide their payment details and personal information directly to such payment service providers. Giantmarketing.nl isn't involved in the collection and processing of such information: instead, it will only receive a notification by the relevant payment service provider as to whether payment has been successfully completed.

Recurly (Recurly, Inc.)

Recurly is a payment service provided by Recurly, Inc.

Personal Data processed: billing address; device information; email address; first name; last name; payment info; phone number; purchase history; Trackers; Usage Data; various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information.

Stripe (Stripe Payments Europe, Limited)

Stripe is a payment service provided by Stripe Payments Europe, Limited.

Personal Data processed: billing address; email address; first name; last name; payment info; purchase history; Trackers; Usage Data; various types of Data as specified in the privacy policy of the service.

Place of processing: European Union – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information.

Infrastructure monitoring

This type of service allows giantmarketing.nl to monitor the use and behavior of its components so its performance, operation, maintenance and troubleshooting can be improved.

Which Personal Data are processed depends on the characteristics and mode of implementation of these services, whose function is to filter the activities of giantmarketing.nl.

New Relic (New Relic, Inc.)

New Relic is a monitoring service provided by New Relic Inc.

The way New Relic is integrated means that it filters all traffic of giantmarketing.nl, i.e., communication between the Application and the User's browser or device, while also allowing analytical data on giantmarketing.nl to be collected.

Personal Data processed: billing address; browsing history; budget; city; company name; country; county; customer support; Data communicated while using the service; data relating to the point of sale; date of birth; device information; device logs; email address; financial account; first name; gender; geographic position; geography/region; in-app purchases; interaction events; invoicing information; IP address; job position; language; last name; latitude (of city); longitude (of city); metro area; number of sessions; order ID; page events; page views; password; payment info; phone number; product interaction; profession; province; purchase history; screenshots; search history; session duration; session statistics; shipping address; state; Trackers; Usage Data; User ID; username; various types of Data as specified in the privacy policy of the service; VAT Number; ZIP/Postal code.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information; geolocation data; audio, electronic, visual, thermal, olfactory, or similar information; employment related information; inferences drawn from other personal information.

Interaction with external social networks and platforms

This type of service allows interaction with social networks or other external platforms directly from the pages of giantmarketing.nl.

The interaction and information obtained through giantmarketing.nl are always subject to the User's privacy settings for each social network.

This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it.

It is recommended to log out from the respective services in order to make sure that the processed data on giantmarketing.nl isn't being connected back to the User's profile.

LinkedIn button and social widgets (LinkedIn Corporation)

The LinkedIn button and social widgets are services allowing interaction with the LinkedIn social network provided by LinkedIn Corporation.

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

Interaction with live chat platforms

This type of service allows Users to interact with third-party live chat platforms directly from the pages of giantmarketing.nl, in order to contact and be contacted by giantmarketing.nl's support service.

If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service. Moreover, live chat conversations may be logged.

HubSpot Chat (HubSpot, Inc.)

HubSpot Chat is a service for interacting with the HubSpot live chat platform provided by HubSpot, Inc.

Personal Data processed: answers to questions; browsing history; city; clicks; company name; contents of the email or message; country; Data communicated while using the service; device information; email address; fax number; first name; industry; IP address; job title; language; last name; number of sessions; page views; phone number; physical address; prefix ; referral URL; search history; session duration; state; time the message was received; Trackers; Usage Data; user content; User ID; website; ZIP/Postal code.

Place of processing: Germany – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information; inferences drawn from other personal information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Managing contacts and sending messages

This type of service makes it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User.

These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message.

HubSpot Email (HubSpot, Inc.)

HubSpot Email is an email address management and message sending service provided by HubSpot, Inc.

Personal Data processed: email address; Trackers; Usage Data.

Place of processing: Germany – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Managing data collection and online surveys

This type of service allows giantmarketing.nl to manage the creation, deployment, administration, distribution and analysis of online forms and surveys in order to collect, save and reuse Data from any responding Users.

The Personal Data collected depend on the information asked and provided by the Users in the corresponding online form.

These services may be integrated with a wide range of third-party services to enable the Owner to take subsequent steps with the Data processed - e.g. managing contacts, sending messages, analytics, advertising and payment processing.

Meta lead ads (Meta Platforms Ireland Limited)

Meta lead ads is an advertising and data collection service provided by Meta Platforms Ireland Limited that allows form-based ads to be shown to Users pre-populated with Personal Data from their Facebook profiles, such as names and email addresses. Depending on the type of advertisement, Users may be requested to provide further information.

Form submission results in the collection and processing of these Data by the Owner under this privacy policy, and only for the specific purpose outlined on the form and/or inside this privacy policy, where provided.

Users may exercise their rights, at any time, including the right to withdraw their consent to the processing of their Data, as specified in the section containing information about User rights in this privacy policy.

Personal Data processed: city; company name; country; Data communicated while using the service; date of birth; email address; first name; gender; last name; marital status; phone number; physical address; profession; state; Trackers; Usage Data; ZIP/Postal code.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information; employment related information.

This processing constitutes:

- a Sale in California

Platform services and hosting

These services have the purpose of hosting and running key components of giantmarketing.nl, therefore allowing the provision of giantmarketing.nl from within a unified platform. Such platforms provide a wide range of tools to the Owner – e.g. analytics, user registration, commenting, database management, e-commerce, payment processing – that imply the collection and handling of Personal Data.

Some of these services work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.

ClickFunnels (Etison, LLC)

ClickFunnels is a platform provided by Etison, LLC that allows the Owner to build, run and host giantmarketing.nl.

Personal Data processed: billing address; device information; email address; first name; last name; payment info; phone number; shipping address; Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information.

Registration and authentication provided directly by giantmarketing.nl

By registering or authenticating, Users allow giantmarketing.nl to identify them and give them access to dedicated services. The Personal Data is collected and stored for registration or identification purposes only. The Data collected are only those necessary for the provision of the service requested by the Users.

Direct registration (giantmarketing.nl)

The User registers by filling out the registration form and providing the Personal Data directly to giantmarketing.nl.

Personal Data processed: billing address; budget; city; company name; country; county; date of birth; email address; field of activity; first name; gender; house number; language; last name; number of employees; phone number; physical address; prefix ; profession; state; Tax ID; Trackers; Usage Data; User ID; various types of Data; VAT Number; website; ZIP/Postal code.

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information; employment related information; inferences drawn from other personal information.

Remarketing and behavioral targeting

This type of service allows giantmarketing.nl and its partners to inform, optimize and serve advertising based on past use of giantmarketing.nl by the User.

This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioral targeting activity.

Some services offer a remarketing option based on email address lists.

Services of this kind usually offer the possibility to opt out of such tracking. In addition to any opt-out feature offered by any of the services below, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section "How to opt-out of interest-based advertising" in this document.

Meta Custom Audience (Meta Platforms Ireland Limited)

Meta Custom Audience is a remarketing and behavioral targeting service provided by Meta Platforms Ireland Limited that connects the activity of giantmarketing.nl with the Meta Audience Network.

Users can opt out of Meta's use of Trackers for ads personalization by visiting this [opt-out page](#).

Personal Data processed: email address; Trackers.

Place of processing: Ireland – [Privacy Policy](#) – [Opt out](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

LinkedIn Website Retargeting (LinkedIn Corporation)

LinkedIn Website Retargeting is a remarketing and behavioral targeting service provided by LinkedIn Corporation that connects the activity of giantmarketing.nl with the LinkedIn advertising network.

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sale in California
- a Sharing in California

Spam and bots protection

This type of service analyzes the traffic of giantmarketing.nl, potentially containing Users' Personal Data, with the purpose of filtering it from unwanted parts of traffic, messages and content that are recognized as spam or protecting it from malicious bots activities.

Cloudflare Bot Management (Cloudflare, Inc.)

Cloudflare Bot Management is a malicious bot protection and management service provided by Cloudflare, Inc.

Personal Data processed: app information; Application opens; browser information; browsing history; city; clicks; country; county; custom events; device information; device logs; geography/region; interaction events; IP address; keypress events; language; latitude (of city); launches; longitude (of city); metro area; motion sensor events; mouse movements; number of sessions; operating systems; page events; page views; province; scroll position; scroll-to-page interactions; search history; session duration; session statistics; state; touch events; Trackers; Usage Data; video views; ZIP/Postal code.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information; geolocation data; inferences drawn from other personal information.

This processing constitutes:

- a Sharing in California

Traffic optimization and distribution

This type of service allows giantmarketing.nl to distribute their content using servers located across different countries and to optimize their performance.

Which Personal Data are processed depends on the characteristics and the way these services are implemented. Their function is to filter communications between giantmarketing.nl and the User's browser.

Considering the widespread distribution of this system, it is difficult to determine the locations to which the contents that may contain Personal Information of the User are transferred.

Cloudflare (Cloudflare, Inc.)

Cloudflare is a traffic optimization and distribution service provided by Cloudflare Inc.

The way Cloudflare is integrated means that it filters all the traffic through giantmarketing.nl, i.e., communication between

giantmarketing.nl and the User's browser, while also allowing analytical data from giantmarketing.nl to be collected.

Personal Data processed: Trackers; various types of Data as specified in the privacy policy of the service.

Place of processing: United States – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; internet or other electronic network activity information.

This processing constitutes:

- a Sale in California

jsDelivr CDN (Prospect One Sp. z o.o. sp. k.)

jsDelivr CDN is a traffic optimization and distribution service provided by Prospect One Sp. z o.o. sp. k.

Personal Data processed: Usage Data.

Place of processing: Poland – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: internet or other electronic network activity information.

This processing constitutes:

- a Sharing in California

User database management

This type of service allows the Owner to build user profiles by starting from an email address, a personal name, or other information that the User provides to giantmarketing.nl, as well as to track User activities through analytics features. This Personal Data may also be matched with publicly available information about the User (such as social networks' profiles) and used to build private profiles that the Owner can display and use for improving giantmarketing.nl.

Some of these services may also enable the sending of timed messages to the User, such as emails based on specific actions performed on giantmarketing.nl.

HubSpot CRM (HubSpot, Inc.)

HubSpot CRM is a User database management service provided by HubSpot, Inc.

Personal Data processed: company name; country; Current City; email address; first name; gender; last name; phone number; physical address; profession; purchase history; Trackers; Usage Data; username; various types of Data as specified in the privacy policy of the service.

Place of processing: Germany – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information; employment related information.

This processing constitutes:

- a Sale in California

HubSpot Lead Management (HubSpot, Inc.)

HubSpot Lead Management is a User database management service provided by HubSpot, Inc.

Personal Data processed: city; company name; country; date of birth; email address; first name; gender; last name; phone number; physical address; profession; purchase history; Trackers; Usage Data; username; various types of Data as specified in the privacy policy of the service.

Place of processing: Germany – [Privacy Policy](#).

Category of Personal Information collected according to the CCPA: identifiers; commercial information; internet or other electronic network activity information; employment related information.

This processing constitutes:

- a Sale in California

Information on opting out of interest-based advertising

In addition to any opt-out feature provided by any of the services listed in this document, Users may learn more on how to generally opt out of interest-based advertising within the dedicated section of the Cookie Policy.

Cookie Policy

Giantmarketing.nl uses Trackers. To learn more, Users may consult the [Cookie Policy](#).

Further Information for Users

Legal basis of processing

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes.
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Further information about retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.
- Personal Data collected for the purposes of the Owner's legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to fulfil a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

The rights of Users based on the General Data Protection Regulation (GDPR)

Users may exercise certain rights regarding their Data processed by the Owner.

In particular, Users have the right to do the following, to the extent permitted by law:

- **Withdraw their consent at any time.** Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data.
- **Object to processing of their Data.** Users have the right to object to the processing of their Data if the processing is carried out on a legal basis other than consent.
- **Access their Data.** Users have the right to learn if Data is being processed by the Owner, obtain disclosure regarding certain aspects of the processing and obtain a copy of the Data undergoing processing.
- **Verify and seek rectification.** Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected.
- **Restrict the processing of their Data.** Users have the right to restrict the processing of their Data. In this case, the Owner will not process their Data for any purpose other than storing it.
- **Have their Personal Data deleted or otherwise removed.** Users have the right to obtain the erasure of their Data from the Owner.
- **Receive their Data and have it transferred to another controller.** Users have the right to receive their Data in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another

controller without any hindrance.

- **Lodge a complaint.** Users have the right to bring a claim before their competent data protection authority.

Users are also entitled to learn about the legal basis for Data transfers abroad including to any international organization governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

Details about the right to object to processing

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground related to their particular situation to justify the objection.

Users must know that, however, should their Personal Data be processed for direct marketing purposes, they can object to that processing at any time, free of charge and without providing any justification. Where the User objects to processing for direct marketing purposes, the Personal Data will no longer be processed for such purposes. To learn whether the Owner is processing Personal Data for direct marketing purposes, Users may refer to the relevant sections of this document.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible and always within one month, providing Users with the information required by law. Any rectification or erasure of Personal Data or restriction of processing will be communicated by the Owner to each recipient, if any, to whom the Personal Data has been disclosed unless this proves impossible or involves disproportionate effort. At the Users' request, the Owner will inform them about those recipients.

Further information for Users in Switzerland

This section applies to Users in Switzerland, and, for such Users, supersedes any other possibly divergent or conflicting information contained in the privacy policy.

Further details regarding the categories of Data processed, the purposes of processing, the categories of recipients of the personal data, if any, the retention period and further information about Personal Data can be found in **the section titled "Detailed information on the processing of Personal Data" within this document.**

The rights of Users according to the Swiss Federal Act on Data Protection

Users may exercise certain rights regarding their Data within the limits of law, including the following:

- right of access to Personal Data;
- right to object to the processing of their Personal Data (which also allows Users to demand that processing of Personal Data be restricted, Personal Data be deleted or destroyed, specific disclosures of Personal Data to third parties be prohibited);
- right to receive their Personal Data and have it transferred to another controller (data portability);
- right to ask for incorrect Personal Data to be corrected.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible, providing Users with the information required by law.

Further information for Users in Brazil

This section of the document integrates with and supplements the information contained in the rest of the privacy policy and is provided by the entity running giantmarketing.nl and, if the case may be, its parent, subsidiaries and affiliates (for the purposes of this section referred to collectively as "we", "us", "our").

This section applies to all Users in Brazil (Users are referred to below, simply as "you", "your", "yours"), according to the "Lei Geral de Proteção de Dados" (the "LGPD"), and for such Users, it supersedes any other possibly divergent or conflicting information contained in the privacy policy.

This part of the document uses the term "personal information" as it is defined in the **LGPD**.

The grounds on which we process your personal information

We can process your personal information solely if we have a legal basis for such processing. Legal bases are as follows:

- your consent to the relevant processing activities;
- compliance with a legal or regulatory obligation that lies with us;
- the carrying out of public policies provided in laws or regulations or based on contracts, agreements and similar legal instruments;
- studies conducted by research entities, preferably carried out on anonymized personal information;
- the carrying out of a contract and its preliminary procedures, in cases where you are a party to said contract;
- the exercising of our rights in judicial, administrative or arbitration procedures;
- protection or physical safety of yourself or a third party;
- the protection of health – in procedures carried out by health entities or professionals;
- our legitimate interests, provided that your fundamental rights and liberties do not prevail over such interests; and
- credit protection.

To find out more about the legal bases, you can contact us at any time using the contact details provided in this document.

Categories of personal information processed

To find out what categories of your personal information are processed, you can read the section titled “Detailed information on the processing of Personal Data” within this document.

Why we process your personal information

To find out why we process your personal information, you can read the sections titled “Detailed information on the processing of Personal Data” and “The purposes of processing” within this document.

Your Brazilian privacy rights, how to file a request and our response to your requests

Your Brazilian privacy rights

You have the right to:

- obtain confirmation of the existence of processing activities on your personal information;
- access to your personal information;
- have incomplete, inaccurate or outdated personal information rectified;
- obtain the anonymization, blocking or elimination of your unnecessary or excessive personal information, or of information that is not being processed in compliance with the LGPD;
- obtain information on the possibility to provide or deny your consent and the consequences thereof;
- obtain information about the third parties with whom we share your personal information;
- obtain, upon your express request, the portability of your personal information (except for anonymized information) to another service or product provider, provided that our commercial and industrial secrets are safeguarded;
- obtain the deletion of your personal information being processed if the processing was based upon your consent, unless one or more exceptions provided for in art. 16 of the LGPD apply;
- revoke your consent at any time;
- lodge a complaint related to your personal information with the ANPD (the National Data Protection Authority) or with consumer protection bodies;
- oppose a processing activity in cases where the processing is not carried out in compliance with the provisions of the law;
- request clear and adequate information regarding the criteria and procedures used for an automated decision; and
- request the review of decisions made solely on the basis of the automated processing of your personal information, which affect your interests. These include decisions to define your personal, professional, consumer and credit profile, or aspects of your personality.

You will never be discriminated against, or otherwise suffer any sort of detriment, if you exercise your rights.

How to file your request

You can file your express request to exercise your rights free from any charge, at any time, by using the contact details provided in this document, or via your legal representative.

How and when we will respond to your request

We will strive to promptly respond to your requests.

In any case, should it be impossible for us to do so, we'll make sure to communicate to you the factual or legal reasons that prevent us from immediately, or otherwise ever, complying with your requests. In cases where we are not processing your personal information, we will indicate to you the physical or legal person to whom you should address your requests, if we are in the position to do so.

In the event that you file an **access** or personal information **processing confirmation** request, please make sure that you specify whether you'd like your personal information to be delivered in electronic or printed form.

You will also need to let us know whether you want us to answer your request immediately, in which case we will answer in a simplified fashion, or if you need a complete disclosure instead.

In the latter case, we'll respond within 15 days from the time of your request, providing you with all the information on the origin of your personal information, confirmation on whether or not records exist, any criteria used for the processing and the purposes of the processing, while safeguarding our commercial and industrial secrets.

In the event that you file a **rectification, deletion, anonymization or personal information blocking** request, we will make sure to immediately communicate your request to other parties with whom we have shared your personal information in order to enable such third parties to also comply with your request — except in cases where such communication is proven impossible or involves disproportionate effort on our side.

Transfer of personal information outside of Brazil permitted by the law

We are allowed to transfer your personal information outside of the Brazilian territory in the following cases:

- when the transfer is necessary for international legal cooperation between public intelligence, investigation and prosecution bodies, according to the legal means provided by the international law;
- when the transfer is necessary to protect your life or physical security or those of a third party;
- when the transfer is authorized by the ANPD;
- when the transfer results from a commitment undertaken in an international cooperation agreement;
- when the transfer is necessary for the execution of a public policy or legal attribution of public service;
- when the transfer is necessary for compliance with a legal or regulatory obligation, the carrying out of a contract or preliminary procedures related to a contract, or the regular exercise of rights in judicial, administrative or arbitration procedures.

Further information for Users in the United States

This part of the document integrates with and supplements the information contained in the rest of the privacy policy and is provided by the business running giantmarketing.nl and, if the case may be, its parent, subsidiaries and affiliates (for the purposes of this section referred to collectively as “we”, “us”, “our”).

The information contained in this section applies to all Users (Users are referred to below, simply as “you”, “your”, “yours”), who are residents in the following states: **California, Virginia, Colorado, Connecticut, Utah, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana.**

For such Users, this information supersedes any other possibly divergent or conflicting provisions contained in the privacy policy.

This part of the document uses the term Personal Information (and Sensitive Personal Information).

Notice at collection

The following Notice at collection provides you with timely notice about the **categories of Personal Information collected or disclosed in the past 12 months** so that you can exercise meaningful control over our use of that Information.

While such categorization of Personal Information is mainly based on California privacy laws, it can also be helpful for anyone who is not a California resident to get a general idea of what types of Personal Information are collected.

Identifiers

Personal Information collected or disclosed: Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), various types of Data as specified in the privacy policy of the service, email address, first name, last name, Usage Data, phone number, profession, county, state, country, ZIP/Postal code, gender, date of birth, city, physical address, company name, website, Activities, Manage Advertisements, Custom User Actions, Deals, Read advertisements, fax number, various types of Data, field of activity, User ID, number of employees, name, device information, geographic position, billing address, shipping address, number of Users, session statistics, latitude (of city), longitude (of city), browser information, prefix, budget, house number, language, purchase history, Data communicated while using the service, province, metro area, geography/region, IP address, app information, device logs, operating systems, launches, number of sessions, session duration, scroll-to-page interactions, mouse movements, scroll position, keypress events, motion sensor events, touch events, video views, clicks, browsing history, search history, page views, interaction events, page events, custom events, Application opens, contact info, workplace, Current City, referral URL, answers to questions, user content, industry, job title, time the message was received, Data communicated in order to use the Service, data relating to the point of sale, in-app purchases, invoicing information, product interaction, customer support, order ID, job position, screenshots, Calendar permission, time zone

Sensitive Personal Information collected or disclosed ⓘ: VAT Number, Tax ID, payment info, marital status, password, username, contents of the email or message, financial account

Purposes:

- Analytics
- Contacting the User
- Access to third-party accounts
- Advertising
- Handling activities related to productivity
- Displaying content from external platforms
- Platform services and hosting
- Traffic optimization and distribution
- Registration and authentication provided directly by giantmarketing.nl
- Handling payments
- Remarketing and behavioral targeting
- Managing data collection and online surveys
- Spam and bots protection
- Building and running giantmarketing.nl
- User database management
- Managing contacts and sending messages
- Interaction with live chat platforms
- Infrastructure monitoring

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Google Ireland Limited, Meta Platforms Ireland Limited, Calendly, LLC, Etison, LLC, Cloudflare, Inc., Recurly, Inc., Stripe Payments Europe, Limited, giantmarketing.nl, HubSpot, Inc., New Relic, Inc., Cal.com, Inc., InnoCraft

Service providers or contractors: giantmarketing.nl

Internet or other electronic network activity information

Personal Information collected or disclosed: Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), various types of Data as specified in the privacy policy of the service, Usage Data, email address, first name, last name, phone number, profession, county, state, country, ZIP/Postal code, gender, date of birth, city, physical address, company name, website, fax number, various types of Data, field of activity, User ID, number of employees, name, device information, geographic position, billing address, shipping address, number of Users, session statistics, latitude (of city), longitude (of city), browser information, prefix , budget, house number, language, purchase history, Data communicated while using the service, province, metro area, geography/region, IP address, app information, device logs, operating systems, launches, number of sessions, session duration, scroll-to-page interactions, mouse movements, scroll position, keypress events, motion sensor events, touch events, video views, clicks, browsing history, search history, page views, interaction events, page events, custom events, Application opens, contact info, workplace, Current City, referral URL, answers to questions, user content, industry, job title, time the message was received, Data communicated in order to use the Service, data relating to the point of sale, in-app purchases, invoicing information, product interaction, customer support, order ID, job position, screenshots, Calendar permission, time zone

Sensitive Personal Information collected or disclosed ⓘ: VAT Number, Tax ID, payment info, marital status, password, username, contents of the email or message, financial account

Purposes:

- Analytics
- Displaying content from external platforms
- Contacting the User
- Advertising
- Handling activities related to productivity
- Platform services and hosting
- Traffic optimization and distribution
- Registration and authentication provided directly by giantmarketing.nl
- Handling payments
- Remarketing and behavioral targeting
- Managing data collection and online surveys
- Spam and bots protection
- Building and running giantmarketing.nl

- User database management
- Managing contacts and sending messages
- Interaction with live chat platforms
- Interaction with external social networks and platforms
- Access to third-party accounts
- Infrastructure monitoring
- Handling activities related to compliance

Retention period: for the time necessary to fulfill the purpose

Sold or Shared : Yes

Targeted Advertising: : Yes

Third-parties: Google Ireland Limited, Meta Platforms Ireland Limited, Calendly, LLC, Etison, LLC, Cloudflare, Inc., Recurly, Inc., Stripe Payments Europe, Limited, Automattic Inc., giantmarketing.nl, HubSpot, Inc., LinkedIn Ireland Unlimited Company, LinkedIn Corporation, New Relic, Inc., Cal.com, Inc., Reach Media GmbH, Videobyte Inc, Videology, Inc., InnoCraft, Prospect One Sp. z o.o. sp. k., accessiBe Ltd., iubenda srl

Service providers or contractors: giantmarketing.nl, Microsoft Corporation

Commercial information

Personal Information collected or disclosed: email address, first name, last name, Trackers, Usage Data, phone number, profession, county, state, country, ZIP/Postal code, gender, date of birth, city, physical address, company name, website, Activities, Manage Advertisements, Custom User Actions, Deals, Read advertisements, fax number, various types of Data, field of activity, User ID, number of employees, device information, billing address, shipping address, prefix , budget, house number, language, various types of Data as specified in the privacy policy of the service, purchase history, Data communicated while using the service, contact info, geographic position, workplace, Current City, IP address, number of sessions, session duration, clicks, referral URL, browsing history, search history, page views, answers to questions, user content, industry, job title, time the message was received, device logs, data relating to the point of sale, in-app purchases, invoicing information, product interaction, customer support, order ID, session statistics, interaction events, page events, province, latitude (of city), longitude (of city), metro area, geography/region, job position, screenshots

Sensitive Personal Information collected or disclosed : VAT Number, Tax ID, payment info, marital status, password, username, contents of the email or message, financial account

Purposes:

- Contacting the User
- Access to third-party accounts
- Platform services and hosting
- Registration and authentication provided directly by giantmarketing.nl
- Handling payments
- Managing data collection and online surveys
- Building and running giantmarketing.nl
- User database management
- Interaction with live chat platforms
- Infrastructure monitoring

Retention period: for the time necessary to fulfill the purpose

Sold or Shared : Yes

Targeted Advertising: : Yes

Third-parties: Meta Platforms Ireland Limited, Etison, LLC, Recurly, Inc., Stripe Payments Europe, Limited, giantmarketing.nl, HubSpot, Inc., New Relic, Inc.

Service providers or contractors: giantmarketing.nl

Employment related information

Personal Information collected or disclosed: email address, first name, last name, Trackers, Usage Data, phone number, profession, county, state, country, ZIP/Postal code, gender, date of birth, city, physical address, company name, website, fax number, various types of Data, field of activity, User ID, number of employees, prefix , budget, billing address, house number, language, Data communicated while using the service, contact info, shipping address, purchase history, device information, geographic position, workplace, various types of Data as specified in the privacy policy of the service, Current City, IP address, device logs, data relating to the point of sale, in-app purchases, invoicing information, product interaction, customer support,

order ID, number of sessions, session duration, browsing history, search history, session statistics, page views, interaction events, page events, province, latitude (of city), longitude (of city), metro area, geography/region, job position, screenshots

Sensitive Personal Information collected or disclosed ⓘ: VAT Number, Tax ID, marital status, payment info, password, username, financial account

Purposes:

- Contacting the User
- Registration and authentication provided directly by giantmarketing.nl
- Managing data collection and online surveys
- Building and running giantmarketing.nl
- User database management
- Infrastructure monitoring

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Meta Platforms Ireland Limited, giantmarketing.nl, HubSpot, Inc., New Relic, Inc.

Service providers or contractors: giantmarketing.nl

Geolocation data

Personal Information collected or disclosed: name, email address, phone number, Trackers, device information, geographic position, Usage Data, number of Users, city, session statistics, latitude (of city), longitude (of city), browser information, ZIP/Postal code, state, province, country, county, metro area, geography/region, IP address, app information, device logs, operating systems, language, launches, number of sessions, session duration, scroll-to-page interactions, mouse movements, scroll position, keypress events, motion sensor events, touch events, video views, clicks, browsing history, search history, page views, interaction events, page events, custom events, Application opens, first name, last name, contact info, shipping address, billing address, physical address, purchase history, Data communicated while using the service, company name, date of birth, gender, profession, workplace, various types of Data as specified in the privacy policy of the service, User ID, budget, data relating to the point of sale, in-app purchases, invoicing information, product interaction, customer support, order ID, job position, screenshots, time zone

Sensitive Personal Information collected or disclosed ⓘ: payment info, VAT Number, password, username, financial account

Purposes:

- Handling activities related to productivity
- Displaying content from external platforms
- Analytics
- Spam and bots protection
- Building and running giantmarketing.nl
- Infrastructure monitoring

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Calendly, LLC, Google Ireland Limited, Cloudflare, Inc., giantmarketing.nl, New Relic, Inc., InnoCraft

Inferences drawn from other personal information

Personal Information collected or disclosed: Trackers, Usage Data, first name, last name, gender, date of birth, phone number, physical address, email address, company name, profession, country, state, county, ZIP/Postal code, city, prefix, website, budget, User ID, number of employees, billing address, field of activity, house number, language, various types of Data, province, latitude (of city), longitude (of city), metro area, geography/region, IP address, device information, app information, device logs, operating systems, browser information, launches, number of sessions, session duration, scroll-to-page interactions, mouse movements, scroll position, keypress events, motion sensor events, touch events, video views, clicks, browsing history, search history, session statistics, page views, interaction events, page events, custom events, Application opens, contact info, shipping address, purchase history, Data communicated while using the service, geographic position, workplace, referral URL, answers to questions, user content, fax number, industry, job title, time the message was received, various types of Data as specified in the

privacy policy of the service, data relating to the point of sale, in-app purchases, invoicing information, product interaction, customer support, order ID, job position, screenshots, time zone

Sensitive Personal Information collected or disclosed ⓘ: VAT Number, Tax ID, payment info, password, username, contents of the email or message, financial account

Purposes:

- Registration and authentication provided directly by giantmarketing.nl
- Spam and bots protection
- Analytics
- Building and running giantmarketing.nl
- Interaction with live chat platforms
- Infrastructure monitoring

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: Cloudflare, Inc., giantmarketing.nl, HubSpot, Inc., New Relic, Inc., InnoCraft

Service providers or contractors: giantmarketing.nl

Audio, electronic, visual, thermal, olfactory, or similar information

Personal Information collected or disclosed: various types of Data as specified in the privacy policy of the service, Trackers, Usage Data, IP address, device logs, User ID, email address, first name, last name, billing address, shipping address, budget, data relating to the point of sale, in-app purchases, invoicing information, product interaction, purchase history, customer support, order ID, number of sessions, session duration, browsing history, search history, session statistics, page views, interaction events, page events, city, ZIP/Postal code, state, province, country, county, latitude (of city), longitude (of city), metro area, geography/region, company name, job position, date of birth, Data communicated while using the service, gender, device information, geographic position, language, phone number, screenshots, profession

Sensitive Personal Information collected or disclosed ⓘ: username, payment info, financial account, VAT Number, password

Purposes:

- Infrastructure monitoring

Retention period: for the time necessary to fulfill the purpose

Sold or Shared ⓘ: Yes

Targeted Advertising: ⓘ: Yes

Third-parties: New Relic, Inc.

ⓘ You can read the definitions of these concepts inside the “[Definitions and legal references section](#)” of the privacy policy.

To know more about your rights in particular to opt out of certain processing activities and to limit the use of your sensitive personal information (“Limit the Use of My Sensitive Personal Information”) you can refer to the “[Your privacy rights under US state laws](#)” section of our privacy policy.

For more details on the collection of Personal Information, please read the section “[Detailed information on the processing of Personal Data](#)” of our privacy policy.

We won’t process your Information for unexpected purposes, or for purposes that are not reasonably necessary to and compatible with the purposes originally disclosed, without your consent.

What are the sources of the Personal Information we collect?

We collect the above-mentioned categories of Personal Information, either directly or indirectly, from you when you use giantmarketing.nl.

For example, you directly provide your Personal Information when you submit requests via any forms on giantmarketing.nl. You also provide Personal Information indirectly when you navigate giantmarketing.nl, as Personal Information about you is automatically observed and collected.

Finally, we may collect your Personal Information from third parties that work with us in connection with the Service or with the functioning of giantmarketing.nl and features thereof.

Your privacy rights under US state laws

You may exercise certain rights regarding your Personal Information. In particular, to the extent permitted by applicable law, you have:

- **the right to access Personal Information: the right to know.** You have the right to request that we confirm whether or not we are processing your Personal Information. You also have the right to access such Personal Information;
- **the right to correct inaccurate Personal Information.** You have the right to request that we correct any inaccurate Personal Information we maintain about you;
- **the right to request the deletion of your Personal Information.** You have the right to request that we delete any of your Personal Information;
- **the right to obtain a copy of your Personal Information.** We will provide your Personal Information in a portable and usable format that allows you to transfer data easily to another entity – provided that this is technically feasible;
- **the right to opt out from the Sale of your Personal Information;** We will not discriminate against you for exercising your privacy rights.
- **the right to non-discrimination.**

Additional rights for Users residing in California

In addition to the rights listed above common to all Users in the United States, as a User residing in California, you have:

- **The right to opt out of the Sharing of your Personal Information** for cross-context behavioral advertising;
- **The right to request to limit our use or disclosure of your Sensitive Personal Information** to only that which is necessary to perform the services or provide the goods, as is reasonably expected by an average consumer. Please note that certain exceptions outlined in the law may apply, such as, when the collection and processing of Sensitive Personal Information is necessary to verify or maintain the quality or safety of our service.

Additional rights for Users residing in Virginia, Colorado, Connecticut, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana

In addition to the rights listed above common to all Users in the United States, as a User residing in Virginia, Colorado, Connecticut, Texas, Oregon, Nevada, Delaware, Iowa, New Hampshire, New Jersey, Nebraska, Tennessee, Minnesota, Maryland, Indiana, Kentucky, Rhode Island and Montana you have

- **The right to opt out** of the processing of your personal information for **Targeted Advertising or profiling** in furtherance of decisions that produce legal or similarly significant effects concerning you;
- **The right to freely give, deny or withdraw your consent for the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer. In Maryland, your Sensitive Personal Information will be collected or processed only if strictly necessary to provide or maintain a specific product or service requested by you.

In Minnesota and Maryland Users also have the right to obtain a list of the specific third parties to which the controller has disclosed the consumer's personal data

* Note that in some states like Minnesota you have the following specific rights connected to profiling:

- The right to question the results of the profiling;
- The right to be informed of the reason that the profiling resulted in the decision; if feasible
- The right to be informed of what actions the consumer might have taken to secure a different decision and the actions that the consumer might take to secure a different decision in the future;
- The right to review personal data used in the profiling;
- If inaccurate, the right to have the data corrected and the profiling decision reevaluated based on the corrected data;

Additional rights for users residing in Utah and Iowa

In addition to the rights listed above common to all Users in the United States, as a User residing in Utah and Iowa, you have:

- **The right to opt out** of the processing of your Personal Information for **Targeted Advertising**;
- **The right to opt out of the processing of your Sensitive Personal Information.** Please note that certain exceptions outlined in the law may apply, such as, but not limited to, when the collection and processing of Sensitive Personal Information is necessary for the provision of a product or service specifically requested by the consumer.

How to exercise your privacy rights under US state laws

To exercise the rights described above, you need to submit your request to us by contacting us via the contact details provided in this document.

For us to respond to your request, we must know who you are. We will not respond to any request if we are unable to verify your identity and therefore confirm the Personal Information in our possession relates to you. You are not required to create an account with us to submit your request. We will use any Personal Information collected from you in connection with the verification of your request solely for verification and shall not further disclose the Personal Information, retain it longer than necessary for purposes of verification, or use it for unrelated purposes.

If you are an adult, you can make a request on behalf of a child under your parental authority.

How to exercise your rights to opt out

In addition to what is stated above, to exercise your right to opt-out of Sale or Sharing and Targeted Advertising you can also use the privacy choices link provided on giantmarketing.nl.

If you want to submit requests to opt out of Sale or Sharing and Targeted Advertising activities via a user-enabled **global privacy control**, such as for example the Global Privacy Control ("[GPC](#)"), you are free to do so and we will abide by such request in a frictionless manner.

How and when we are expected to handle your request

We will respond to your request without undue delay, but in all cases within the timeframe required by applicable law. Should we need more time, we will explain to you the reasons why, and how much more time we need.

Should we deny your request, we will explain to you the reasons behind our denial (where envisaged by applicable law you may then contact the relevant authority to submit a complaint).

We do not charge a fee to process or respond to your request unless such request is manifestly unfounded or excessive and in all other cases where it is permitted by the applicable law. In such cases, we may charge a reasonable fee or refuse to act on the request. In either case, we will communicate our choices and explain the reasons behind them.

Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of giantmarketing.nl or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

Additional information about User's Personal Data

In addition to the information contained in this privacy policy, giantmarketing.nl may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

System logs and maintenance

For operation and maintenance purposes, giantmarketing.nl and any third-party services may collect files that record interaction with giantmarketing.nl (System logs) or use other Personal Data (such as the IP Address) for this purpose.

Information not contained in this policy

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

Changes to this privacy policy

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within giantmarketing.nl and/or - as far as technically and legally feasible - sending a notice to Users via any contact information available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

Definitions and legal references

Personal Data (or Data) / Personal Information (or Information)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Sensitive Personal Information

Sensitive Personal Information means any Personal Information that is not publicly available and reveals information considered sensitive according to the applicable privacy law.

Usage Data

Information collected automatically through giantmarketing.nl (or third-party services employed in giantmarketing.nl), which can include: the IP addresses or domain names of the computers utilized by the Users who use giantmarketing.nl, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using giantmarketing.nl who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of giantmarketing.nl. The Data Controller, unless otherwise specified, is the Owner of giantmarketing.nl.

giantmarketing.nl (or this Application)

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by giantmarketing.nl as described in the relative terms (if available) and on this site/application.

Sale

Sale means any exchange of Personal Information by the Owner to a **third party, for monetary or other valuable consideration**, as defined by the applicable privacy US state law. Please note that the exchange of Personal Information with a service provider pursuant to a written contract that meets the requirements set by the applicable law, does not constitute a Sale of your Personal Information.

Sharing

Sharing means any sharing, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's Personal Information by the business to a **third party for cross-context behavioral advertising**, whether for monetary or other valuable consideration, including transactions between a business and a third party for cross-context behavioral advertising for the benefit of a business in which no money is exchanged, as defined by the California privacy laws. Please note that the exchange of Personal Information with a service

provider pursuant to a written contract that meets the requirements set by the California privacy laws, does not constitute sharing of your Personal Information.

Targeted advertising

Targeted advertising means displaying advertisements to a consumer where the advertisement is selected based on Personal Information obtained from that consumer's activities over time and across nonaffiliated websites or online applications to predict such consumer's preferences or interests, as defined by the applicable privacy US state law.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Current City

Provides access to the User's current location.

Calendar permission

Used for accessing the calendar on the User's device, including the reading, adding and removing of entries.

Legal information

This privacy statement has been prepared based on provisions of multiple legislations.

This privacy policy relates solely to giantmarketing.nl, if not stated otherwise within this document.

Latest update: July 18, 2025