

*We treat the personal data of our customers and subscribers with the utmost care. This is our privacy statement.*

## Privacy statement - The Barefoot Diaries

The Barefoot Diaries processes personal and other data in accordance with the applicable legislation. This privacy statement sets out our considerations in this respect.

### **Scope of application**

This privacy statement applies to the processing of personal data (hereinafter referred to as 'Personal Data') given to us by members, subscribers to the newsletter and customers, together with information obtained from visits to and the use of the websites.

### **Processing of Personal Data**

The Barefoot Diaries handles Personal Data confidentially and with due care. The Barefoot Diaries collects Personal Data when you subscribe to the newsletter (your email address and permission to send it to you), when you download a free The Barefoot Diaries document/e-book or video, when you attend The Barefoot Diaries events and activities, and when you register as a participant in a training course run by The Barefoot Diaries.

### **This data is processed for the following purposes:**

The Barefoot Diaries collects information such as names (including company names), addresses, telephone numbers, email addresses, dates of birth and bank details, information relating to financial transactions, membership information, or information that is relevant if you contact us.

In addition to the personal information you give to The Barefoot Diaries, we may collect, record and process information about your use of our websites. This includes information about the devices you use, such as unique device IDs, the operating system version, and settings for the device you use to visit The Barefoot Diaries. It also includes information about the use of our website, such as the time of day you visit us and the topics you view. We also monitor how well our newsletter is read by recording open and click rates.

### **Facebook**

If you like us on Facebook, we will note this in our systems, so that we don't have to approach you twice with the same story, or only once to tell you about an action that appeals to you.

The Barefoot Diaries may use members' and clients' email addresses in the future for custom audience targeting via Facebook. The Barefoot Diaries creates a custom audience by uploading its members' email addresses into a Facebook advertising

tool. This group can then be linked to a specific Facebook campaign: only these Facebook users will be shown the campaign. Read [more about custom audience targeting here](#).

If you would rather not be part of a custom audience, please contact <https://www.thebarefootdiaries.com/contact>.

## Your rights

We use your data to be able to help you as best we can and/or to inform you about our activities by email. You can always access your data that The Barefoot Diaries processes free of charge, and amend or remove this data if you so wish.

You are also entitled to ask us to erase your data from our database. We may not always be permitted to do so. For instance, if you used to be one of our members, the Tax and Customs Administration requires us to keep contracts for seven years. Even if you ask us not to send newsletters to you anymore, we need to keep a record of your name so that we can exclude you from our future campaigns. If we don't honour your request, we will, of course, tell you the reason for this.

If you are subscribed to our digital newsletter, then every newsletter will include a link that you can use to unsubscribe.

### **How does The Barefoot Diaries protect your data?**

The Barefoot Diaries has taken physical, technical and organisational measures to protect your Personal Data. The Barefoot Diaries uses a protected server that is only accessible for people who are authorised to access it. Any data entered in our online forms is sent in an encrypted format. The Barefoot Diaries engages third parties to provide its services. Insofar as these third parties process Personal Data to perform their services, they do so in the capacity of processors. All our processors are under an obligation to protect Personal Data. We enter into contracts with all our processors and these contracts explicitly include this obligation.

## Retention periods

We don't keep Personal Data for longer than is necessary for the purposes set out above.

## Cookies

The Barefoot Diaries uses cookies to make its websites more personal and more user friendly. A cookie is a simple small file that is placed on your computer's hard drive. Below we list the cookies that we place and how you can choose them.

### **Functional cookies**

Functional cookies make sure that our website functions correctly. Here we have in mind, for instance, functionalities like the donation form.

### **Analytical cookies**

The Barefoot Diaries uses Google Analytics to collect information about, for instance, the date and time that someone visits our websites and the pages that they view. We use this data to improve our sites, to compile traffic statistics (such as the times of day or days of the week when the websites attract the most visitors) and to measure the popularity of the various sections of the site. The Barefoot Diaries uses this data only in an aggregated form and it cannot be traced back to a computer or individual.

You can install the 'Google Analytics opt-out browser add-on' to stop our websites from forwarding information about your visits to Google Analytics.

### **Social media cookies**

We also have buttons and widgets from the Facebook, YouTube, Instagram and Pinterest social networks to make it easy for you to share information about The Barefoot Diaries on social media. These buttons are pieces of code from the social media platforms themselves, and they use a cookie. This cookie remembers that you are logged in, so you don't have to log into these channels every time you want to share something. To find out what social media platforms do with personal data, please read the Facebook, Instagram, YouTube and Pinterest privacy statements. The cookies from these channels are only placed if you are logged into these social media channels during a visit to The Barefoot Diaries website and only if you give your permission.

You can disable this function by installing a program like 'Disconnect' for Chrome and Firefox.

### **Personalising advertisements**

The Barefoot Diaries uses Google and Facebook retargeting options for advertisements on its websites. We use this technology to make our ads more interesting. This makes it possible for us to offer relevant advertising to people who have already shown an interest in The Barefoot Diaries campaigns or activities on other websites. Displaying these advertisements on partner pages is done using cookies and analyses of previous user behaviour.

The links below give you specific information on how to refuse cookies for the most commonly used browsers:

- <https://support.microsoft.com/nl-nl/help/17442/windows-internet-explorer-delete-manage-cookies>

- <https://support.mozilla.org/nl/kb/cookies-informatie-websites-computer-opgeslagen>
- <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=nl>
- [https://support.apple.com/kb/ph19214?locale=nl\\_NL](https://support.apple.com/kb/ph19214?locale=nl_NL)
- <http://help.opera.com/Linux/10.10/nl/cookies.html>

### **Any questions?**

If you have any questions about The Barefoot Diaries privacy statement, please get in touch with us using the contact form

on: <https://www.thebarefootdiaries.com/contact>

### **Complaints**

We are here to help you if you have any complaints about our organisation. Under privacy legislation, you have the right to submit a complaint about our processing of your Personal Data to the Dutch Data Protection Authority. To do this, you can contact the Dutch Data Protection Authority using [this form](#).

### **Amendments to the privacy statement**

The Barefoot Diaries reserves the right to amend this privacy statement. The Barefoot Diaries advises you to regularly check the privacy statement in case there have been changes.

*March 2021*