



# Privacy and Cookie Statement

29 August 2024, version 1.6

Your privacy is of great importance to BRAINSTUD SOUTH (PTY) LTD. We therefore comply with the relevant laws and regulations on privacy, including the General Data Protection Regulation (GDPR). This means that we:

- **Clearly establish our purposes** before we process your personal data, through this privacy statement;
- **Store as few personal data as possible** and only the data that is necessary for our purposes;
- **Explicitly request permission** for the processing of your personal data, if permission is required;
- **Take necessary security measures** to protect your personal data. We also impose these obligations on parties that process personal data on our behalf;
- **Respect your rights**, such as the right to access, correction, or deletion of your personal data processed by us.

Your data is safe with us and we will always use this data properly. In this privacy statement, we explain what we do with the information we learn about you.

If you have questions or want to know exactly what we keep about you, please contact us. You can find our contact details at the bottom of this document.

## Statistics and Profiling

We keep statistics about the use of our website. With these statistics, we improve our website to, for example, only show relevant information. We may combine your personal data to learn more about you. We only process your personal data for statistics and marketing if you explicitly give permission for this. We collect this permission through the cookie consent banner that is visible during your first visit to the website.

## Disclosure to Third Parties

We work with certain companies that may receive your personal data mentioned above from us.

We share data with the following parties:

- **Google** - Through Google we keep track of our visitor numbers, statistics, and demographic analyses
- **Voys** - Voys is our telephony provider. When you call us, Voys receives your phone number to establish the connection
- **Front** - We use Front to respond to your emails



- **Zendesk** - We use Zendesk to provide customer service
- **Cookiebot** - We use Cookiebot to store cookie preferences
- **Cloudflare** - We use Cloudflare as a network infrastructure provider
- **Jotform** - We use Jotform for ordering prepaid codes
- **Calendly** - We use Calendly for scheduling appointments with our colleagues

Of these parties, Google, Front, Cloudflare, Zendesk, Jotform, and Calendly are located outside the EU.

## Contact by Email or Phone

When you contact us by email or phone, we may ask for certain data, such as your name and address details, email address, billing address, or phone number. We need this data to provide you with the correct relevant information.

If you contact us by phone, your phone number will be anonymized after one year.

## Location Data

Sometimes it is necessary for our website BRAINSTUD SOUTH (PTY) LTD to determine your location. We then ask separately if we may know this, and only if you give permission, we receive this information.

For this service, we use the navigation and location software on your phone, tablet, or computer. We have no control over what the makers of this software (such as Google or Apple) do with it. Therefore, always read their privacy statements as well.

## Disclosure to Other Companies or Institutions

With the exception of the parties necessary to provide the services mentioned above, we will under no circumstances provide your personal data to other companies or institutions, unless we are legally obliged to do so (for example, if the police require this in case of a suspected crime).

## Statistics

We keep statistics about the use of our website.

## Cookies

Our website uses cookies. Cookies are small files in which we can store information so that you don't have to enter it every time. But we can also use them to see that you visit us again.

You can disable cookies through your browser, but some things like videos on our website may not work properly.

We have made agreements with the companies mentioned in this document that place cookies about the use of cookies. However, we do not have full control over



what they do with the cookies themselves. Therefore, also read their privacy statements.

When you visit our website for the first time, we show a selection bar where you give consent for placing the selected categories of cookies. We distinguish between three types of cookies: necessary, statistics, and marketing.

## **Necessary Cookies**

We always place these cookies. Necessary or functional cookies are cookies needed to save your preferences on our website. These cookies track when you first visited our website and what your preferences regarding cookies are. The cookies in this category will never be shared with third parties.

## **Statistics Related Cookies**

If you agree to statistics-related cookies, we will load Google Analytics and Google Tag Manager. With this data, we can track which pages you view and how you use our website.

**Google Analytics** - Using Google Analytics, we can see when and how long you are on our website and which pages you view.

**Google Tag Manager** - Using Google Tag Manager, we can see how you interact with the website.

## **Marketing Related Cookies**

If you agree to marketing-related cookies, videos on our website will be displayed and we can create a better profile of your interests via Google Analytics. This allows us to better tailor the content on our website to your profile.

**Google Analytics** - When you enable marketing-related cookies, we can track your interests via Google Analytics. This allows us to better tailor our content to you.

**Vimeo** - On our website, you can view various videos of our work, which are hosted on Vimeo. Vimeo places cookies for displaying the video and collecting statistics.

**YouTube** - On our website, you can view various videos of our work, which are hosted on YouTube. YouTube places cookies for displaying the video and collecting statistics.

## **Google Analytics**

We use Google Analytics to track how visitors use our website. We have concluded a processing agreement with Google. This contains strict agreements about what they may track. We allow Google to use the obtained Analytics



information for other Google services. We do not have Google anonymize the IP addresses.

## Emails About Our Offerings

If you are an existing customer of ours, we may send you an email with an update about our offerings. We mark you as an existing customer when you purchase a product from us. These emails are infrequent and only focused on new developments related to our offerings. For other marketing-related emails, we will always ask for your explicit permission.

Don't want to receive emails about our offerings? You can let us know by replying to an email from us or by contacting us independently. You can find our contact details at the bottom of this document.

## Security

Security of personal data is of great importance to us. We ensure that your data is well protected with us. We continuously adjust security measures and pay close attention to what could go wrong.

## Data Protection Officer

We have appointed a Data Protection Officer. This person is responsible for privacy within our organization. Our Data Protection Officer is Dion de Boer and can be reached by email at [fg@brainstud.nl](mailto:fg@brainstud.nl) and by phone at +31 38 20 22 095 for all your questions and requests.

## Changes to This Privacy Statement

When our website changes, we must of course also adjust the privacy statement. Therefore, always pay attention to the date above and regularly check if there are new versions. We will do our best to inform you of changes.

## Access, Modify, and Delete Your Data

If you have questions or want to know what personal data we have about you, you can always contact us. See the contact details below.

You have the following rights:

- **Right of access:** you have the right to view the personal data we process about you;
- **Right to rectification:** you have the right to correct or supplement the personal data we process about you if it is incorrect or incomplete;
- **Right to object:** you have the right to object to the processing of your personal data and to direct marketing;
- **Right to erasure:** you can request us to delete your personal data;
- **Right to data portability:** if technically possible, you have the right to have the personal data we process about you transferred to a third party;



- **Right to restriction of processing:** in some cases, you can request to restrict the processing of your personal data (whether or not temporarily), which means we process fewer data about you.

For your request, we may ask you to identify yourself by sending a valid identification document to ensure that you are the correct person to whom the personal data belongs. It is important that you obscure your citizen service number (BSN) and photo.

We will generally comply with your request within 30 days. This period may be extended for reasons related to the specific rights of data subjects or the complexity of the request. If we extend this period, we will inform you in a timely manner.

## Filing a Complaint

If you want to file a complaint about the use of your personal data, you can send an email to [info@brainstud.co.za](mailto:info@brainstud.co.za). We handle every complaint internally and will communicate further with you about it.

If you feel we are not helping you properly, you have the right to file a complaint with the supervisory authority. This is called the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

## Contact Details

BRAINSTUD SOUTH (PTY) LTD  
54 VAN BUUREN ROAD  
BEDFORDVIEW  
GAUTENG  
2007  
South Africa

## Changes to the Privacy Statement

### Version 1.6 - 29 August 2023

- The introduction of Statistics and profiling has been adjusted to indicate that Cookiebot stores users' cookie preferences.
- Under Statistics and profiling, Zendesk has been added as a party that processes personal data for the purpose of providing support.
- Under Statistics and profiling, Cookiebot has been added as a party that processes personal data for the purpose of recording cookie opt-in preferences.
- Under Statistics and profiling, Cloudflare has been added as a party that processes personal data when providing network services.
- Under Statistics and profiling, Jotform has been added as a party that processes personal data for the purpose of ordering prepaid codes.



- Under Statistics and profiling, Calendly has been added as a party that processes personal data for the purpose of scheduling appointments.
- Our contact address has been updated to 54 VAN BUUREN ROAD, BEDFORDVIEW, GAUTENG, SOUTH AFRICA



## Project description