



Privacy Policy

Your Personal Information and Privacy in our Design Studio

General

The Dutch AVG (Algemene Verordening Gegevensbescherming) law has recently been introduced to protect your privacy and personal information. The fundament of this law is that an organization working with personal data has certain obligations and the person to whom the data belongs has certain rights. This document will inform you about your rights and our plights according to the AVG.

Design Company

Various types of personal data can be processed in our design company. This is necessary to be able to optimally serve you, for example to deliver materials and information and payment processing. Next to that the processing of your information can be necessary to combat risks for example in the case of user testing or innovations that are an impediment to national security or important financial or administrative interests.

Obligations of the Design Studio

According to the AVG, IDZone is the responsible entity for processing personal information that takes place within the company. We meet the legal requirements as follows:

- Your information is stored for specific goals:
 - Delivery of samples, products and prototypes
 - Effective conductance of management and strategic policies
 - Supporting product development activities, scientific research and education
- In principle there is no data processing for other purposes
- You will be notified of the fact that your information is being processed. This can occur through email or through our website.
- All employees of IDZone are obliged to handle your personal information strictly confidentially.
- We are taking thorough measures to secure your personal information against unauthorized access by means of a Firewall, password protection, encryption, secure network connections with Secure Socket Layer (SSL) technology, locked copies and geographically spread backups.
- IDZone is responsible at all times for notifying the inflicted persons of a security or data leak. We will report the (alleged) cause, consequences, involved parties and proposed solutions within reasonable terms.
- Your personal information will not be stored longer than necessary for a fruitful cooperation.

For information pertaining to design projects, the storage period is in principle 10 years starting from the completion of our last cooperation. That is unless it is necessary to store the information for a longer period, for example with long-term projects. This is determined at the discretion of the designer.



Your Rights Related to IDZone

You have the following rights:

- The right to know if and which personal information is known with us.
- The right to view this information for your perusal and ordering a duplicate of this information (as far as this does not harm another's privacy or other significant financial, administrative, societal or personal interests)
- The right to correct, supplement or delete information if necessary
- The right to request (partial) termination of your data. We can only meet this request if storing the data is not of substantial interest for another party and the data does not have to be stored on the basis of a legal arrangement.
- The right to revision in case of automated decision-making and profiling with regards to your personal data.
- The right to resist the processing of your data in specific circumstances.
- The right to, in case of reasonable suspicion of misuse of your personal data and at your costs, have a DPIA (Data Protection Impact Assessment) or Audit executed by an independent third party who is restricted to confidentiality.

In case you would like to use your rights, please notify IDZone through email or the web form on our contact page¹. Your interests can also be met by a representative authorized in writing.

Provision of your Personal Data to Third Parties

IDZone does only exchange relevant data safely and trustfully with third parties after you have given specific permission thereto. Our employees are responsible to treat your data strictly confidentially. This means that third parties such as marketing agencies, recruiters, fabricators and factories need your explicit permission to receive your personal information.

However there are a few exceptions to this rule. On the basis of a legal requirement the non-disclosure obligation of the designer may be overruled, but also when we have to apprehend for a serious danger for your company or that of a third party. Moreover, stored data can when necessary be transmitted orally, through writing or digitally with other service providers.

We may also share design-related information with external specialists. This will only cover specific aspects such as desires of a target group, technical data about materials and construction of hardware and software. This will allow us as a design agency to contribute to innovation.

¹ IDZone is not responsible for errors in mail delivery. In case you prefer to pick up materials or information personally or by an authorized representative, please indicate this on our web form.