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Datlinq Nederland B.V. a company organized and existing under the laws of the Netherlands and having its registered office at (3011 TA) Blaak 16 te Rotterdam, The Netherlands and/or its affiliates/subsidiaries ("Datlinq") understands the importance of protecting and safeguarding your privacy when you use our website and use our products and services.

This Privacy Policy tells you about the personal information we may collect on our website, products and services, how the information is used, and how you can access and correct certain information we may collect. By visiting our website and using our products and services you agree with and accept the terms of this Privacy Policy.

There are many different ways that you can use our services – visiting our website, working in our web application Data-Outlet, checking the performance of your field sales team in our online reporting tool, or creating new location in Salesmapp. When you share information with us, we can make those services even better – to show you more relevant search result or to help you connect with locations or easier.

As you use our services, we want you to be clear how we’re using information and the ways in which you can protect your privacy. Our Privacy Policy explains: what information we collect and why we collect it. How we use that information. The choices we offer, including how to access and update information.

We’ve tried to keep it as simple as possible, but if you’re not familiar with terms, such as cookies, IP addresses, pixel tags and browsers, then read about these key terms first. Your privacy matters to us, so whether you are new to us or a longtime user of our products, please do take the time to get to know our practices – and if you have any questions, contact us.

Information that we collect:


We collect information to provide better services to all of our users – from basic stuff like user experience to more complex things as providing you with tailored sales opportunities, look-a-like prospects or route optimization. We process personal information on servers in many countries around the world. We may process your personal information on a server located outside the country where you live.

We collect information in the following ways:

Information you give us:

For example, many of our services require you to login via an Account or when you visit our website you are asked to complete forms. When you do, we’ll ask for personal information, like your name, title, email address, telephone number, a photo to store with your account, information about the company you work for and additional voluntary submitted information. Information we do not collect from you is sensitive personal information (data relating to race, ethnic origin, religious beliefs, criminal record, medical, physical or mental health or sexual orientation). By providing us with your information you consent to us processing it for the purposes – see how we use the information. We will not pass it on to any third party.

When you contact us, we keep a record of your communication to help solve any issues you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements. We use information collected from cookies and other technologies, like pixel tags, to improve your user experience and the overall quality of our services.

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Information we get from your use of our services:

We collect information about the services that you use and how you use them, like when you search for locations in Salesmapp or visit our website. This information includes:

Public information

When you use our services you will probably add, update or delete public (business) information in our products and services as a result of a contact moment with a location. This data includes public data as outlet name, address, telephone, public website, e-mail as well as public characteristics such as main activity, secondary activity, number of seats, terrace present and other public tags (tags that can be derived from public sources such as business website, review sites, etc.). This data does not (in)directly refer to an identifiable natural person. This data provided by you, including its timestamp and origin, can be used by us in order to update or maintain our services.

Personal information

When you use our products and services you will probably upload or submit personal (business) information in our applications, e.g. contact person's names, personal e-mail addresses, personal click-behavior, personal cell phone number of contact persons, direct (e.g. webshop) or indirect (e.g. wholesaler) sales statistics, product use, personal orders, individual conditions and terms, visit reports with personal details, complaints, etc. The user/customer is responsible for the correct processing of personal data, which might lead to a natural identifiable person. Subsequently, the data is only accessible by indicated individuals by customer and the authorized professionals of us.

We facilitate storage, inserts, updates and delete in our services and products and stores the data on our servers. We are no owner, nor controller of this data and will not share or use any of this data without the written consent of the customer. We follow the requirements of the GDPR concerning our applications and servers, which demand in case of (lawful and authorized) processing personal data an appropriate level of security to the risk, using technical and organizational measures against accidental loss, destruction or damage.

The information of the customer is only available in an online working environment, which will be closed and filed after termination or expiration of the underlying services contract between the customer and us.

Device information


We collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). We may associate your device identifiers or phone number with your Salesmapp or Data Outlet account.

Device event information

Such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL. Cookies that may uniquely identify your browser or your Salesmapp or Data Outlet Account.

Log information

When you use our services or view content provided by us, we automatically collect and store certain information in server logs. This includes: details of how you used our service, such as your search and export queries or API calls. To keep track of how users use the website and how effective our AddWords ads are with Google, we use Google Analytics. The information thus obtained, including the address of your

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computer (IP address), is stored by Google on servers in the United States. Please read Google's Privacy Policy for more information as well as the specific Google Analytics Privacy Policy. Google is not permitted by us to use the analytical information obtained for other Google services.

Location information

When you use our services, we may collect and process information about your actual location. We use various technologies to determine location, including IP address, GPS and other sensors that may, for example, provide us with information on nearby devices, Wi-Fi access points and mobile towers.

Unique application numbers

Certain services include a unique application number. This number and information about your installation (for example, the operating system type and application version number) may be sent to us when you install or uninstall that service or when that service periodically contacts our servers, such as for automatic updates.

Local storage

We may collect and store information (including personal information) locally on your device using mechanisms such as browser web storage (including HTML 5) and application data caches. Cookies and similar technologies.

Cookie Policy:

This Cookie Policy explains what cookies are and how we use them.


A cookie is a small file and holds a certain amount of data, which our website can send to your browser. It may then be stored on your computer's hard drive and can be accessed by our web server. This cookie data can then be retrieved and can allow us to customise our web pages and services accordingly. It is important to clarify that cookies do not collect any personal data stored on your hard drive or computer.

By using our website, you agree to the use of cookies and other technologies as set out in this policy.

Please note that our cookies do not collect personally identifiable information and are set to automatically expire after a period of time.

We use different types of cookies.

- **Strictly necessary cookies:** these are essential for the website to work.
- **Functional cookies:** we use these to make our website simpler and more pleasant for visitors to use, as well as it gives the visitor a more personalised browsing experience. These cookies remember your country and language choice and client segment.
EU law does not require the website to ask you for permission to place functional nor necessary cookies.
- **Non-functional cookies:** are installed for statistical, social, targeting and commercial purposes. They have nothing to do with the purely technical support of our website.
 - **Performance/Analytical cookies:** we use these cookies to gather information about the use that visitors make of our website in order to improve its content, tailor it more to the wishes of visitors and enhance user-friendliness.
There is for example a cookie that helps us count the number of unique visitors and a cookie that records which pages are the most popular. To analyse the use of our website we use Google Analytics, which also use cookies for that purpose.

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- Targeting cookies: in order to better be able to inform you about our products and services, we use cookies that tell us what you have viewed on our website and what products and services you may have an interest in.
- Social media cookies: when we ask you to share content from our website on social networking sites, for example Linked In, they may place a cookie on your device.
These non-functional cookies are the types of cookies that a website has to ask you permission for to place them.

How we use information that we collect:

We will use the information in accordance with this Privacy Policy to:

- develop & improve products and services;
- execution and follow up of agreements, transactions and services;
- establish, manage and maintain relationships;
- keep track of and analyze the use of our website;
- serve you better.

Our automated systems analyse content of your account to provide you personally relevant product features, such as customised search results, tailored opportunities at customers, new prospects and route suggestions.

How you can correct, access, update the use of information:

We aim to keep your information as accurate as possible. Should you at any time desire to review, correct or update your information, you may update your relevant profile or registration (when applicable) by contacting us. Should you at any time decide that you do not want to continue to receive our newsletter, you will have the ability to unsubscribe or “opt out” by means of a link provided in each newsletter. The information that you submit to us will only be retained for as long as required for the purposes for which it was collected.


Sharing and Transferring the information:

We may share voluntary submitted information in some circumstances with trustworthy business partners only to use in our behalf. This may include transmission over international borders. We may disclose the information if required on legal grounds.

Protection of the information:

We work hard to protect ourselves and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information that we hold. In particular: we encrypt many of our services using SSL and a Safe Browsing feature in Google Chrome. We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems. We restrict access to personal information to our employees, contractors and agents who need to know that information in order to process it for us and who are subject to strict contractual confidentiality obligations. They may be disciplined or their contract terminated if they fail to meet these obligations. You should also do your part in protecting your (own) information. In case you have a username and/or any password keep this confidential and do not divulge them to anyone.

Some pages of our website contain external links. This includes **Social Media** share buttons that allow you to promote or share a page on social media such as Facebook, Twitter and LinkedIn. The social media pages

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themselves provide the code for these buttons, which includes a cookie. You are advised to verify the privacy practices of such other websites. We are not responsible for the manner of use or misuse of information made available by you at such other websites. We encourage you not to provide Personal information, without assuring yourselves of the Privacy Policy of such other websites.

When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

We regularly review our compliance with our Privacy Policy. Any changes we may make to our Privacy Policy in the future will be posted on the internet page and where appropriate notified to you by e-mail. Please check back frequently on our website to see any updates or changes to our Privacy Policy.

If you have questions regarding this Privacy Policy, please contact us.