

**Who are we?**

Datling helps foodservice companies in better understand and engage with markets by using location data. Our customers are foodservice brands, online platforms and wholesalers which use this information for commercial offerings to locations or end-users.

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

**Our privacy policy**

You can use our products and services by visiting our website, working in our web application Data Outlet, our online reporting tools, and our apps Salesmapp and Outlet Scanner. This Privacy Policy tells you about the personal information we may collect when using these 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.

**How we use information that we collect**

We collect information to provide better services to all of our users, from improved user experience to recommended sales opportunities or provide you with personally relevant product features. Summarized we will use the information in accordance for the following purposes:

- 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.

**Legal grounds to process your data**

We process your information for the purposes described in this policy, based on the following legal grounds:

- with your consent:  
We ask for your agreement to process your information for specific purposes and you have the right to withdraw your consent at any time. An example is our newsletter.
- when we are providing a product or service:  
We process your data to provide a product or service you have asked for under a contract;
- when we are pursuing legitimate interests:  
We process your information for our legitimate interests and those of third parties while applying appropriate safeguards that protect your privacy; e.g. to prevent fraud.
- when we are complying with legal obligations:  
we will process your data when we have a legal obligation to do so, for example, if we are responding to legal process or an enforceable governmental request.

We collect information in the following ways:

**Information you give us**

Many of our products and 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).

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 products and 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.

**Information we get from your use of our products and services**

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

**Public information**

When you use our products and 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, and other public tags. 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 email addresses, personal click-behavior, personal cell phone number of contact persons, direct (e.g. web shop) or indirect (e.g. wholesaler) sales statistics, product use, personal orders, individual conditions and terms, visit reports with personal details, complaints, etc. As a customer you are responsible for the correct processing of personal data (e.g. obtain an opt-in). Subsequently, the data is only accessible by indicated individuals by customer and the authorized Datling professionals.

We facilitate storage, inserts, updates and delete in our services and products, and thus store 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, filed and deleted after maximum 24 months after termination or expiration of the underlying services contract between the customer and Datling.

**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 products and 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.

**Location information**

When you use our services, we may collect and process information about your actual location. We use various technologies to determine your location, including IP address, GPS and other in-app location services.

**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.

We process personal information on servers within the European Economic Area (hereinafter: 'EEA'). In case an exception is made to this, we ensure an adequate and appropriate level of protection of the data.

**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 themselves provide the code for these buttons, which includes a cookie. You are advised to verify the privacy practices of such other websites.

**How long do we retain your personal data?**

The information that you submit to us will only be retained for as long as required for the purposes for which it was collected. We will retain your personal data for any of the purposes listed in this Privacy Notice, or as long as legally required, to establish, exercise and defend our legal position in the event of claims or disputes. We will take reasonable steps to destroy or de-identify personal data we hold if it is no longer needed for the purposes set out above or after the expiration of the defined retention term.

**Sharing and transferring the information**

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

**Your privacy rights**

You have the right to request an overview of your personal data processed by or on behalf of us. You have the right to have your personal data rectified, deleted or restricted (as appropriate). You have the right to receive the personal data that you have provided to us in a structured, commonly used and machine-readable format, and in certain circumstances we will, at your request, transmit personal data to another controller where this is technically feasible.

**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.

**Questions, complaints and contact**

If you have any question, if you wish to exercise any of the above privacy rights or if you have a complaint about our handling of your personal data with regard to this Privacy Policy, please send an email to [iso@datlinq.com](mailto:iso@datlinq.com), or contact Datlinq at +31 (0)10 28 68 900. You also have the right to file a complaint with your local data protection authority.

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 email. Please check back frequently on our website to see any updates or changes to our Privacy Policy.