

PRIVACY STATEMENT PURE BOATS

Pure Boats values your privacy. We will therefore process and use your data securely in accordance with the General Data Protection Regulation. In this privacy statement we explain to you what information we collect from you and why we do so. You can also read about your rights with regard to this processing. If you have any questions about your privacy, please contact geertje@pureboats.com.

Article 1 Who are we?

Pure Boats is a private limited company, established in (1051 KA) Amsterdam at Van Bossestraat 58-1. We are registered in the trade register of the Chamber of Commerce under number 67916759. We are responsible for processing your personal data.

Article 2 What data do we use?

Here you can find an overview of the data we process about you, why we do this, what legal basis we have for processing these data about you and how long we will keep these data.

We will process your name, telephone number, e-mail and other data which is necessary for us to be able to offer you the best possible tours. We use this data to make you a satisfied customer for the duration of our agreement. We will keep this data for 1 year after the end of the cruise.

To manage your order we will keep your name, billing address, email, phone number and purchase history in our customer database for up to 7 years after our agreement. We do this for the execution and possible modification of the agreement, as well as for the tax authorities.

For invoicing and financial administration we will process your name or that of your contact person, any company name, invoice address, Chamber of Commerce number, VAT number, telephone number, e-mail and bank details. Without these details we cannot process your payment. According to a legal obligation of the tax authorities we have to keep these data for 7 years. After this period we will delete these details from you.

In the unlikely event that you have a complaint about our services, we will process your name, e-mail, telephone number and the content of this complaint in order to find the best possible solution for you. We will use this information for the best possible execution of the agreement. We will remove data relating to complaints 1 year after settlement.

We have a commercial interest to use some of your personal data for marketing purposes. We process your name, e-mail and social media account for direct marketing and social media marketing. We will remove these data as soon as you unsubscribe from the newsletter or indicate that you no longer wish to be contacted by us.

To enable and optimize this website we use analytics and retargeting services. We have a commercial interest in using your surfing behavior and related data to analyze and improve

our service where necessary. We will track your use of our website with Google Analytics and a Facebook Pixel and are hereby bound to the retention periods of Google and Facebook.

These services use cookies. Cookies are small pieces of information that are sent to your browser when you visit our website and are then stored on the hard drive or in the memory of the device with which you visit our website. These cookies will not damage your devices.

In addition, Facebook collects target group statistics by means of a first party cookie. This data enables us to place more targeted advertisements. These cookies are active as long as we have the pixel installed. However, the data collected by Facebook using this cookie is transmitted to us anonymously.

If you want to contact us via the website, we will ask for your name and e-mail. With the sending of the contact form this data becomes visible to us. We will delete the data from a sent contact form as soon as the contact request has been completed, unless this results in an agreement.

Finally, to enable us to post reviews about our services, we will process your name, any company name and the content of your review. With the posting of your message, this information becomes visible to us. We may post reviews about our services on our website for commercial reasons. We remove them when they are no longer representative of our services or when you make a request for removal.

Article 3 How do we obtain these data?

We have obtained the above information from you as a customer, contact person or website visitor, because you have provided this information to us. In addition, we may process some data about you that we have obtained through one of our partners, such as a hotel or booking platform.

Article 4 What rights do you have with regard to these data?

The General Data Protection Regulation has given you a number of rights with regard to the personal data that you have had processed by us.

1. Access - You can request access to your data from us at any time.
2. Modification - If you would like to have your data modified, corrected, supplemented, blocked or deleted on the basis of inspection, you can submit a request to this effect.
3. Objection - You can object to the processing of your data.
4. Data transfer - Should you wish to transfer your data to another provider, we will provide your data in a structured and common form that can be accessed by common digital systems.
5. Revocation - If we have processed your data on the basis of your explicit consent, you have the right to revoke this consent. This may, however, have consequences for the services we can provide to you.

To make use of your rights, you can send a request, accompanied by a copy of your proof of identity, to geertje@pureboats.com. We will assess your request as soon as possible. If we are unable to comply with your request, we will let you know why we reject your request.

Article 5 Who will receive your details?

We will not provide your details to third parties, unless this is necessary for business operations or is required by law. Your details may be passed on to processors and parties involved in the performance of our contract. We conclude processing agreements with these third parties in order to protect your privacy as much as possible. We will not resell your details to third parties.

Article 6 Final provisions

We recommend that you consult this privacy statement regularly as we may make changes to the policy. If you have any questions about this statement or how we use your information, please send an email to geertje@pureboats.com. If you have a complaint about how we use your information, please let us know. You can also contact the Personal Data Authority.