

Privacy Statement

Peter Westerhof Photography - het Wep design

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1. Introduction

We process personal data in accordance with the General Data Protection Regulation (GDPR) and other applicable privacy legislation.

2. Who is responsible for the processing?

Peter Westerhof fotografie - het Wep design is the data controller for the personal data processed via our webshop and our services.

3. Which personal data do we process?

We process the following personal data:

- first and last name;
- billing and delivery address;
- email address;
- telephone number, if you provide it;
- company name and business details when ordering on behalf of a company;
- order details, such as ordered products, order number, and order amount;
- payment details and information about the payment status;
- communication you have with us;
- data that you provide to us yourself, for example with a question, complaint or request;
- technical data regarding the use of our website, such as IP address, browser, device, and website interaction, insofar as this data is processed via cookies or similar techniques.

We do not attempt to collect more personal data than is necessary for the purposes described in this privacy statement.

4. What do we use personal data for?

We use personal data for the following purposes:

Processing and delivering orders

When you place an order, we use your data to:

- to process your order;
- to process the payment;
- to have the print produced;
- to have the order shipped to the correct address;
- to inform you about your order and delivery;
- to handle questions and complaints about your order.

Administration and legal obligations

We process data for our administration and to comply with legal obligations, including tax and accounting obligations.

The basis for this is a statutory obligation.

Customer service and communication

When you contact us, we use the information provided to answer your question or process your request.

The legal basis is, depending on the situation, the performance of the agreement or our legitimate interest in being able to assist customers properly.

Improvement of our webshop

We may use data regarding the use of our website to gain insight into the use of the webshop and to improve its functionality and user experience.

To the extent that non-essential analytical cookies or similar techniques are used for this purpose, this is done only after the required consent has been obtained.

5. Payments via Mollie

We use **Mollie for processing online payments**.

When you make a payment, the data necessary to complete the payment is processed via Mollie. Exactly which data is processed may depend on the chosen payment method.

Mollie processes personal data as an independent data controller for certain aspects of payment processing and, among other things, for legal obligations, fraud prevention, and the security of payment transactions.

You can find more information about the processing of personal data by Mollie in Mollie's privacy statement.

6. Production and shipping

Because our photographic prints are produced to order, we may share personal data necessary for the execution of an order with parties involved in production and shipping.

This could involve, for example:

- our external printer/production partner;
- a shipping or transport service;
- other service providers necessary to execute the order.

We only share the data necessary for the relevant service.

7. Google Analytics

We use Google Analytics to gain insight into the use of our website.

This allows us to see, for example, how many visitors our website has, which pages are visited, and how visitors navigate through the website.

For this purpose, Google Analytics may process cookies, device and browser data, and data about website interactions, among other things. Google states that customers may not send personally identifiable information, such as directly identifiable personal data, to Google Analytics.

When consent is required for Google Analytics, Analytics is only activated after the visitor has given consent.

You can change or withdraw your consent for analytical cookies at any time via the cookie settings on our website.

8. Cookies

Our website uses cookies and similar technologies.

We use cookies for, among other things:

- the technical functioning of the webshop;
- remembering necessary settings;
- the functioning of the shopping cart and the ordering process;
- processing payments;
- analyzing the use of our website, to the extent that consent is required for this.

You can find more information about the cookies used in our cookie policy.

9. Retention periods

We do not retain personal data longer than necessary for the purpose for which it was collected, unless we are legally required to retain the data longer.

Examples:

- We retain order and invoice data for as long as is necessary for our administration and for as long as statutory tax retention obligations apply;
- We retain data required for customer service for as long as necessary to handle your question or complaint;
- We retain data processed solely on the basis of consent for as long as the consent is valid or until it is withdrawn, unless another legal basis applies.

11. Sharing of personal data

We do not sell your personal data.

We may share personal data with service providers who support us in our business operations, for example:

- our webshop and hosting provider;
- Mollie for payment processing;
- our printer/production partner;
- carriers;
- accounting or administrative service providers;
- Google, to the extent that Google Analytics is used and there is a valid legal basis for doing so.

13. Security

We take appropriate technical and organizational measures to protect personal data against loss, unauthorized access, unauthorized use, and other forms of unlawful processing.

However, no method of data transmission or storage can guarantee complete security.

14. Your privacy rights

You have the right, provided the legal conditions are met, to:

- to request access to your personal data;
- to have incorrect personal data corrected;
- to have personal data deleted;
- to withdraw previously given consent.

You can contact peter@hetwep.nl for this.

We may request sufficient information to verify your identity before executing a request. The Dutch Data Protection Authority confirms that, in principle, organizations must process requests regarding privacy rights within one month.

15. File a complaint

Do you have a complaint about the way we handle your personal data? Please contact us first via peter@hetwep.nl

You also have the right to file a complaint with the Dutch Data Protection Authority.

Website: <https://autoriteitpersoonsgegevens.nl/>

16. Amendments

We may amend this privacy statement from time to time, for example when our services or applicable privacy legislation changes.

The most current version is published on our website.

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