

## PRIVACY POLICY

Effective Date as of October 2022

This is the Privacy Policy of The View B.V. (hereinafter referred to as "The View," "we," "us" or "our"). Our Privacy Policy explains how we collect, use, share and protect personal information as well as your related choices regarding use, access, and correction when you visit our website located at <https://jointheview.com/> ("Website"). We process personal data in a manner that is in accordance with the General Data Protection Regulation (in Dutch: Algemene Verordening Gegevensbescherming). We may update this policy from time to time by publishing a new version on our Website.

### **Responsible for data processing**

The View B.V. is responsible for the processing of your personal data with respect to the use of our website as shown in this Privacy Policy.

Contact details:

The View B.V.

Piet Heinkade 55

1019 GM, Amsterdam

The Netherlands

Registered in the Trade Register of the Chamber of Commerce: 81938683

To exercise your rights or for any questions regarding the use, collection or processing of your personal information, please contact us via: [privacy@jointheview.com](mailto:privacy@jointheview.com)

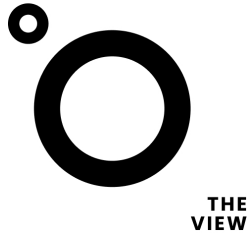
### **What kind of information do we collect?**

When you visit our Website, you are visiting The View's corporate website. We operate several websites, mobile applications and other services associated with The View's businesses and products. Each of these properties and services you may choose to visit has privacy policies that differ from this Privacy Policy due to the nature of those properties and services. This Privacy Policy does not apply to the websites, mobile applications or other services operated by The View.

The Website is intended for a general audience, and we do not knowingly collect personal information from children under the age of 16.

Through this Website we only collect the following personal information:

- Email address and language preference you choose to give for the newsletter;



## **PRIVACY POLICY**

Effective Date as of October 2022

- Personal details you choose to give when corresponding with us by phone, email or other communication methods between you and The View, including through our "Contact Us" feature;
- Technical information collected via automated means. For more information, see our Cookies Policy; and
- Information we may receive from other sources, such as from our service providers, including geo-location data.

### **How do we use this information?**

Your personal data will be processed by us only for the following purposes:

#### **Execute our agreement with you**

- to communicate with you by email, phone, or other communication methods
- for the provision of our services and products.

#### **Marketing**

We may use your information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. We may use your email and language preference to send you emails with personalised advertisements and special offers in your preferred language,

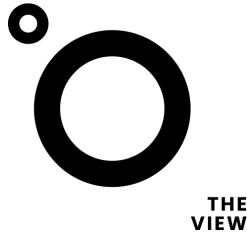
We do this only if you have explicitly given your consent to us to do so. You may unsubscribe from our e-mails to which you have subscribed at any time by clicking on the unsubscribe link in the e-mail. You may always contact us to unsubscribe from receiving messages containing advertisements and offers.

#### **Log file information**

We also gather information by the use of cookies and other similar technologies. The information we obtain in this manner may include your language preferences and how our website is used associated with a unique identifier. Find out more about the cookies we use in our "Cookie Policy".

#### **Communications and support**

We use your contact details to communicate with you about our services and in order to reply to questions or to handle complaints about our services and products through our "Contact Us" feature or other communication methods.



## **PRIVACY POLICY**

Effective Date as of October 2022

### **How is this information shared?**

We may disclose your data with our parent company and our service providers insofar as reasonably necessary for the performance of the agreement you have concluded with us. Our parent company and all such service providers are governed by this Privacy Policy or are bound by the appropriate confidentiality and data transfer agreements, an oath or legal obligation. We may also send your personal information to:

- professional advisors, such as banks, insurance companies, auditors, lawyers, accountants, other professional advisors
- customer care support service provider
- email provider
- hosting party
- Software suppliers
- government agencies

### **Third Party Services**

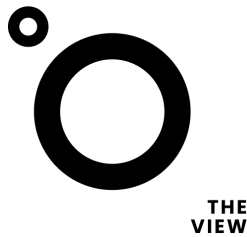
In order to provide you with high-quality services, we may employ third party companies and individuals to facilitate our service ("Service Providers"). These third parties have access to your personal data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

### **SendGrid**

We use SendGrid to make sure you receive our newsletters and marketing messages. SendGrid is a US headquartered provider of cloud-based transactional and marketing email delivery, management and analytics services. SendGrid also provides us with analytic reports concerning the e-mail communications it sends on our behalf. In order to do all this, some personal information must be shared with the provider, including your e-mail address, and the message itself that you will receive. For more information please visit their Privacy Policy at <https://www.twilio.com/legal/privacy> or their GDPR Guide at <https://sendgrid.com/resource/general-data-protection-regulation-2/>.

### **Google Analytics**

Like most websites, this we use Google Analytics 4 (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website. Although GA



## **PRIVACY POLICY**

Effective Date as of October 2022

records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you but Google do not grant us access to this. We consider Google to be a third-party data processor (see section about "International Transfer" below). Google may also transfer this information to third parties where required to do so by law or where such third parties process this data on Google's behalf. Google states that it will never associate your IP address with other data held by Google.

### **Heroku**

Our services are hosted on the Salesforce Heroku platform due to their industry-leading security and reliability. Heroku is known for its emphasis on security. For more information about Heroku's security policy see <https://www.heroku.com/policy/security> and Heroku's privacy policy see <https://www.salesforce.com/company/privacy/>.

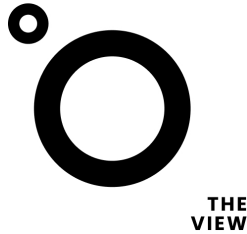
Heroku is a cloud application platform to deploy and operate applications throughout the world. The platform is designed to protect customers from threats by applying security controls at every layer from physical to application, isolating customer applications and data, and with its ability to rapidly deploy security updates without customer interaction or service interruption.

### **Strapi**

We use the content management system Strapi provided by Strapi Solutions SAS, rue de la Boétie, 75008 Paris, France (strapi.io). We use their system to store content relating to videos. It does not store any other information and does not have any cookies. Strapi is compliant with GDPR requirements. Please visit Strapi Privacy Policy page: <https://strapi.io/privacy>.

### **Amazon Web Services**

We use the cloud infrastructure of Amazon Web Services (AWS) to cloud-host and maintain the database and web content. Therefore, customer data may flow through or be stored within this system. AWS infrastructure is housed in high-security controlled environments pursuant to the AWS Cloud Security policy <https://aws.amazon.com/security/>. You can find more information on AWS and data protection at <https://aws.amazon.com/compliance/eu-data-protection/> and at <https://aws.amazon.com/privacy/>.



## **PRIVACY POLICY**

Effective Date as of October 2022

### **Change of control**

If we sell or otherwise transfer part or the whole of our company or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information may be among the items sold or transferred. The buyer or transferee will have to honour the commitments we have made in this Privacy Policy.

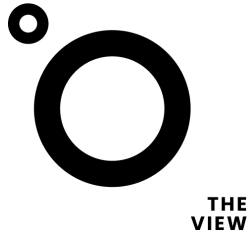
### **Legal requests and preventing harm**

We may access, preserve, and share your information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. We may also access, preserve, and share information when we have a good faith belief it is necessary to: detect, prevent, and address fraud and other illegal activity; to protect ourselves, you, and others, including as part of investigations; and to prevent death or imminent bodily harm. Information we receive about you may be accessed, processed, and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm.

### **Safety and security**

We have taken appropriate technical and organizational measures to ensure that the regulations and requirements relating to data protection are observed and upheld both by ourselves and by our external service providers. We use the latest technologies to protect your information against loss or unlawful processing. We use safeguards to help keep the information collected through the Website secure; encryption of sending personal data via our website (SSL) and regularly updating our systems are examples of these measures. If you think that your data is not properly secured or if you have indications that your data is being misused, please send us an email. However, we cannot ensure the security of any information you transmit to us or guarantee that information on the website may not be accessed, disclosed, altered, or destroyed. We request you to do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails between you and us, at all times. We are not responsible for the functionality, privacy, or security measures of any other organization.

### **International transfer**



## PRIVACY POLICY

Effective Date as of October 2022

Your personal data may be transferred to and maintained on computers located outside the European Economic Area (“EEA”) that may not have data protection rules that require the same level of protection. However, if in the case we engage non-European service providers, we carefully consider whether an adequate level of protection can be provided. These service providers are only permitted to use the information insofar as reasonably necessary for the performance of the agreement you have concluded with us. Where necessary, we conclude data transfer agreements with these service providers based on standard contractual clauses established by the European Commission. These service providers may be obliged to provide access to your data based on their applicable laws and regulations. For more information about safeguards for international transfers, please contact us using the contact details provided in this Privacy Policy.

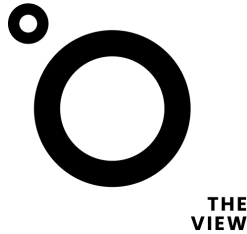
### Retention period

In accordance with the law, we do not retain your personal data any longer than is reasonably necessary for attaining the purposes for which they were collected outlined in this Privacy Policy, or for the duration required by any legal, regulatory, accounting or reporting requirements, whichever is the longer. We will retain your personal data as follows:

Type of personal data	Retention period
Correspondence	Up to 5 years after the last transaction due to the statutory limitation period for claims for damages. This information may serve as evidence.
Marketing communications (email address)	Until you unsubscribe. If you decide that you no longer wish to receive the marketing communications, we will keep the withdrawal of your request. You may unsubscribe from our advertisements, offers at any time.

Upon expiry of the applicable retention period, we will securely destroy your personal data in accordance with applicable laws and regulations. In some circumstances we may anonymize your personal data so that it can no longer be associated with you, in which case it is no longer personal data.

If you would like details of the retention periods for a particular aspect of your personal information which is not detailed above, please contact us at [privacy@jointheview.com](mailto:privacy@jointheview.com).



## **PRIVACY POLICY**

Effective Date as of October 2022

### **Inspection and correction**

You have the statutory right to know what personal data of yours we have stored and to whom we have disclosed it. You are entitled to request information at no cost about your data at any time and without charge, and to demand its correction, deletion or blocking. You may also revoke your consent to the processing methods at any time with immediate effect for the future.

You can easily access most of your data (including the data provided by you) and rectify/correct such data through your registered account. If you have created an account on our website as a customer, you can delete your account by sending us an email to remove your account.

If you have created an account on Success Factory's website, you can either send Success Factory or us an email to deactivate your account. We will anonymise your personal information, in which case it is no longer considered personal information.

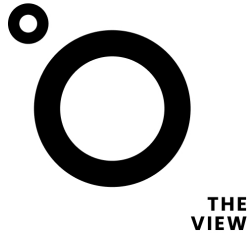
If you wish, we can send your personal data to you so that you can transfer it to another party. You can make a request to that effect by sending an email to us. Most likely, in such case we will no longer be able to continue our service as we can no longer guarantee the safeguard of your personal data.

In addition, you can ask us to restrict the processing of your personal data (for example if you deem the information to be incorrect, the processing is unnecessary or the processing is unlawful) or the termination of use of your personal information.

We do not use automated decision-making without human intervention, including profiling, in a way that produces legal effects concerning you or that otherwise significantly affects you.

Remember, you can always object to the processing of your personal data.

If you would like further information about how your personal information is stored, or you wish to exercise one of your aforementioned rights, please send us an email. You may be contacted by our customer support team in order to verify your identity before we fulfil your request. This is to protect your privacy. Finally, you can always submit a complaint about our data processing practices to the Dutch Data Protection Authority via [www.autoriteitpersoonsgegevens.nl](http://www.autoriteitpersoonsgegevens.nl)



## **PRIVACY POLICY**

Effective Date as of October 2022

### **Third-party applications, websites, and services**

We are not responsible for the practices employed by any applications, websites or services linked to or from our website, including the information or content contained within them. Please remember that when you use a link to go from our Service to another application, website or service, our Privacy Policy does not apply to those third-party applications, websites, or services. Your browsing activity and interaction on any third-party application, website, or service, including those that have a link on our website, are subject to that third party's own rules and policies.

### **Children's privacy**

We do not intend to address to children (under 13 in the US, under 16 for EU residents, or other age as required by local law) ("Children"). We do not knowingly collect personally identifiable information from Children. If you are a parent or guardian and you are aware that your Children has provided us with personal information, please contact us. If we become aware that we have collected personal information from a child under the age of 16 (or the applicable age in their territory) without verification of parental consent, we take steps to remove that information from our servers.

### **Changes to this privacy policy**

We may modify or update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **How to contact us**

If you have any questions about this Privacy Policy of the Service, please send an email [privacy@jointheview.com](mailto:privacy@jointheview.com).