

Privacy and Cookie Policy

This Statement of Semiotic Labs B.V. (“Semiotic Labs”), which has its registered office at Bargelaan 24, 2333 CT Leiden, The Netherlands and is registered with the Dutch Chamber of Commerce (Kamer van Koophandel) under number 64305635, informs you about our use of your personal data and use of cookies when you visit and have visited our website, www.semioticlabs.com (“Website”).

When we are using your personal data

We may request you to provide certain personal data in case you:

- want to receive more information
- want to schedule a call
- want to schedule a demo
- want to receive a brochure or spec sheet
- subscribe to our newsletter

We may use this data to:

- perform contractual obligations or take pre-contractual measures
- provide you with a requested service
- get in touch with you upon your request
- engage in (direct) marketing activities
- engage in personalized communications and advertising (with your consent)
- improve and analyze the use of the Website

When/where legally required, we will request your permission to use your personal data.

In other cases, we are legally allowed to process your personal data if this necessary:

- for the performance of a contract with you or in order to take pre-contractual steps at your request
- for compliance with a legal obligation to which Semiotic Labs is subject
- for the purposes of the legitimate interests pursued by Semiotic Labs or by a third party.

Your rights

You have the legal right to:

- request access to your personal data
- request the rectification and erasure of your personal data
- request a restriction of the processing of your personal data
- withdraw your consent for the processing of your personal data at any time
- lodge a complaint with the competent supervisory authority (Autoriteit Persoonsgegevens)

Retention

We will retain personal data no longer than necessary.

Third parties

We may disclose your data to the following third parties, to the extent permitted by applicable law:

- partners of Semiotic Labs

- parties involved in performing an agreement entered into between Semiotic Labs and you or your company
- our external advisors
- (potential) investors
- other third parties to whom we are obliged or entitled to disclose the data by virtue of applicable law or by order of court or other competent authority

Cookies and similar techniques

To ensure our website is user-friendly, and in order to engage in advertising activities, we use cookies and similar techniques on our Website.

Type of cookies:

- technical and Functional cookies; such as Google Tag Manager to serve functional, analytical and marketing tags.
- analytical cookies; such as Google Analytics, Lucky Orange and Lead Forensics, to analyze visitor behavior, create heatmaps, record anonymized sessions to make improvements on the Website.
- advertising cookies and techniques; such as Google AdWords, LinkedIn Ads, Google Dynamic Remarketing enabling conversion tracking and remarketing.

Browser setting

If you do not wish cookies to be stored on your device, you can adjust your browser or device settings. Depending on your browser you may adjust your settings in order to block certain types of cookies. If you refuse all cookies, some features of our Website may not function as intended.

This statement was last updated on 7 December 2018.