

## Privacy Statement CAREANIMATIONS

### 1. What does CAREANIMATIONS do?

CAREANIMATIONS makes websites and mobile applications with animated videos about medical subjects like medicines and diseases. The objective of these websites and applications is to help people use medication correctly and benefit the most from their treatment by providing easy-to-understand and tailored information.

CAREANIMATIONS B.V. is located at the address: Van Diemenstraat 202, unit 2.1, 2518 VH The Hague, The Netherlands.

### 2. To whom does this Privacy Statement apply?

CAREANIMATIONS processes your personal data when you visit our website [www.careanimations.com](http://www.careanimations.com). With this Privacy Statement we explain which data we process and why we do so. We make every effort to process as few of your data as possible and to properly secure any data processed. The processing of your personal data always takes place in accordance with the data protection regulations.

Personal data are any data that can be traced back to you as a person, either directly (like a name) or indirectly (like an IP address). We are only allowed to process your personal data if we have a legal basis for doing so. We process personal data based on three legal bases, namely consent, performance of a contract and legitimate interests.

An overview of the personal data we process about you can be found at 3 "What data do we process?". If you have any questions after reading this Privacy Statement, please feel free to contact us using the contact information at the bottom of this document.

If you have any questions about this Privacy Statement or about the way CAREANIMATIONS processes personal data, you can contact us by sending an email to: [privacy@careanimations.com](mailto:privacy@careanimations.com).

### 3. What data do we process?

When you visit our website, we will collect some data about you in the form of cookies. With these cookies we will log how you are using the website and on what device. This information can help us assess and optimize the user experience. An overview of the cookies used and their purposes can be found in the appendix.

- On our website we offer subscriptions.  
Legal basis: performance of a contract  
When you subscribe for one of our products, we will collect and process the following data: email address, company name, company address (street, ZIP code, country) and VAT number (not mandatory).

In order to process the payment of your subscription we ask you to give us your bank account number for Credit Card or PayPal. This number will be encrypted into a token.

We will store your billing information until you decide to change or delete the information in the subscription management portal, accessible on our website or in the payment confirmation email. We will delete your billing information after you cancelled your subscription.

After your subscription has been processed you will receive a link by email to activate your careanimations user account. In the sign-up process, you will add the gender, full name, email and telephone number of the contact person of your user account. We will delete all the information of your user account after you cancelled your subscription.

- You subscribe for our newsletter  
Legal basis: performance of a contract  
When this is part of the general subscription process we use some of the information you give us for your user account: email address, company name, full name and gender of the contact person of your user account. We will delete this information after you cancelled your user account.

Legal basis: consent

If you want to receive our newsletter, but you don't have a user account we ask you give us the following data: email address, company name, full name and gender of the contact person of your company. We will delete this information after you cancelled your subscription for our newsletter.

- As an applicant you can respond to a vacancy on [www.careanimations.com](http://www.careanimations.com).  
Legal basis: legitimate interests  
Information can be provided through your CV like your name, address, residence, date of birth, age, telephone number, email address, gender, nationality, end education. These data will be kept for up to 4 weeks after the closing date of the vacancy.  
Legal basis: consent  
If the applicant has given permission, this can be extended up to 1 year after the closing date of the vacancy.

#### **4. With whom will we share your data?**

Sometimes we engage the help of external parties to solve a problem with the software, for example. When we give others access to data in our application, we ensure that this is done in a secure manner. This means that they preferably only get access to encrypted personal data. Then they cannot read the data. If access or processing of personal data is absolutely necessary for carrying out their assignment, they must take appropriate security measures. This is covered by a data processing agreement.

##### **Administration and Billing**

For the administration and billing of our subscriptions for healthcare providers we work with Chargebee. They process the personal data based on the legal basis of the performance of a contract. They are responsible for this processing. They process the following data: email address, company name, company address (street, ZIP code, country) and VAT number (not mandatory).

In order to process the payment of your subscription we ask you to give us your bank account number for Credit Card or Pay Pal. This number will be encrypted into a token. The collected personal data is used exclusively for the administration and billing of subscriptions.

#### Customer Relationship Management system (CRM)

For our sales and customer service we work with Hubspot. The personal data is processed with the consent of the customer. The collected personal data is used exclusively to inform customers about our products. Customers may withdraw their consent at any time.

Hubspot is responsible for this processing. They process the following data: email address, company name, company phone number, full name of the contact person of your company and name of the country. The collected personal data is used exclusively for sales and customer service.

#### Newsletter for healthcare providers

For the administration of the subscriptions for our newsletter we work with Hubspot. They process the personal data based on the legal basis of the performance of a contract. They are responsible for this processing. They process the following data: email address, company name, full name and gender of the contact person of your company. The collected personal data is used exclusively for the administration of newsletter.

We do not give your personal data to (legal) persons outside the European Economic Area (EEA).

## 5. Your rights

Under the General Data Protection Regulation (GDPR), you have a number of rights concerning your personal data. You can exercise those rights by contacting us.

- **The right of access**  
This means that you can ask us to tell you which personal data we hold about you, why we collect these data, for how long and who we will share it with.
- **The right to data portability**  
This means that you can ask us to send you a copy of all your data held by us. We will do so within 30 days, in a commonly used machine-readable format.
- **The right to erasure ('right to be forgotten')**  
You can ask us to remove all data we hold about you. We will respond to this request within four weeks' time.
- **The right to rectification**  
If you feel that the personal data we hold about you is incorrect or incomplete, you can ask us to correct it.
- **The right to object**  
You have the right to object to our processing of your personal data if you suspect that this processing is unlawful or if you withdraw your permission.
- **The right to restriction**  
You are entitled to ask us to suspend the processing of certain of your personal data about you, for example if you want us to establish its accuracy or the reason for processing it.

## 6. Information security measures

The security of our software and information is extremely important. We achieve this by adhering to strict protocols that ensure the confidentiality, authenticity, integrity and security of every aspect of information that is managed within the organization.

All our applications are hosted in the cloud,. We use Amazon Web Services (AWS) to manage and protect our applications. We use a Virtual Private Cloud (VPC) to host all our cloud applications. All the servers are behind the firewall and a bastion host. Thus, there is no direct access allowed to any of the servers on the AWS.

Our applications are subjected to an external independent third party audit and assessment to make sure we are up-to-date with our security as well as to proactively look for possible vulnerabilities.

## 7. Changes

We may change this Privacy Statement from time to time. We advise you to read this Privacy Statement every time you visit our website, to ensure you are informed about these changes. The current version can always be found on our website.

## 8. Any questions?

If you have any questions about this Privacy Statement or about the way **CAREANIMATIONS** processes personal data, you can contact us by sending an email to: [privacy@careanimations.com](mailto:privacy@careanimations.com).

Even though we make every effort to guarantee your privacy, it is possible that you are not satisfied with the way in which your data is processed. If you have a complaint, you can discuss it with our Data Protection Officer via: [dpo@careanimations.com](mailto:dpo@careanimations.com).

You are entitled to also submit your complaint to the Dutch Personal Data Protection Authority (in Dutch: [Autoriteit Persoonsgegevens](#)) at any time.

## Appendix - Which cookies and third party services do we use?

We use cookies and third party services on our website. We use these cookies and services to improve the performance and functionality of our website. The cookies we use are intended only to examine the way in which people use our website. We do this in a general way, rather than by looking at individuals. We also use cookies to retarget visitors of our website or when we try to find new users. We do not collect personal data.

We respect your privacy. That's why you can choose not to allow some types of cookies or third party services. We explain how the cookies and services work.

### Hihaho – third party services

We use the Hihaho video player to provide interactive videos on our website. Hihaho needs third party services to run the Hihaho video player. In order to watch the videos, we need your consent so we can share your IP address to provide the necessary third party services.

### Hihaho cookies

**Purpose:** These functional cookies allow you to watch our videos and to protect you from internet attacks while visiting a page.

**Name:** FirstTimeReferer

**Retention period:** 22 months

**Name:** session\_hihaho

**Retention period:** 6 hours

### Google Analytics cookies

**Purpose:** With Google Analytics we anonymously measure how visitors have found us and how our website is used, for example which pages were visited and how long a visit lasted. It will also be possible to discover errors in the site. Google does not share anonymous data with third parties. See also the [Privacy Policy](#) of Google.

We ask your consent for using this cookie.

**Names:** \_ga, \_gid, \_gat

**Retention period:** These cookies come from Google Analytics and are stored for a maximum of 2 years, 24 hours and 10 minutes.

### Cookies to retarget visitors of our website or when we try to find new users

LinkedIn advertisement, Facebook Advertisement, Google Ads and Hubspot

### Insight in behaviour of website visitors

Hotjar