

PRIVACY POLICY

Effective November 1, 2019

As the owner of this website (janandlaura.com, referred to as the “Site”), JanandLaura, registered as a VOF in the Netherlands, understands that your privacy is of critical importance. This Privacy Policy describes what information we collect from you via the Site and how we use and disclose such information.

WHAT INFORMATION DO WE COLLECT AND HOW IS IT USED?

- **Information You Voluntarily Submit to the Site:** We may collect personal information from you such as your name or email address. For example, you may voluntarily submit information to the Site by leaving a comment, subscribing to a newsletter, or submitting a contact form. In addition, we may ask you to create a user profile, which would allow you to create a username and password. We will store the username, but your password will not be visible in our records.
- **Information We Collect from Others:** We may receive information about you from other sources. For example, if you use a third-party software through the site, they may transfer information to us for fulfillment.
- **Automatically-Collected Information:** We automatically collect certain information about you and the device with which you access the Website. For example, when you use the Website, we will log your IP address, operating system type, browser type, referring website, pages you viewed, and the dates/times when you accessed the Website. We may also collect information about actions you take when using the Website, such as links clicked.
- **Cookies:** We may log information using cookies, which are small data files stored on your browser by the Website. We may use both session cookies, which expire when you close your browser, and persistent cookies, which stay on your browser until deleted, to provide you with a more personalized experience on the Website.

Different ways we collect information are detailed below. We reserve the right to change this list in our sole discretion.

OUR USE OF COOKIES

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. Cookies may be either “persistent” cookies or “session” cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at

the end of the user session, when the web browser is closed. Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

We use cookies for the following purposes:

(a) Authentication: We use cookies to identify you when you visit our website and as you navigate our website;

(b) Email: We use cookies to help us to send relevant emails to users who have subscribed to our email list;

(c) Security: We use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally;

(d) Advertising: We use cookies to help us to display advertisements that will be relevant to you; and

(e) Analysis: We use cookies to help us to analyze the use and performance of our website and services;

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can, however, obtain up-to-date information about blocking and deleting cookies via the website of the browser you use.

Please note that blocking cookies may have a negative impact on the functions of many websites, including our Site. Some features of the Site may cease to be available to you.

- Google Analytics

We use Google Analytics to analyze the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website.

Google's privacy policy is available at: <https://policies.google.com/privacy?hl=en-US>

- Comments

If you leave a comment on our site you may opt-in to save your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you have an account and you log in to this site, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select “Remember Me”, your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor’s IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.

Visitor comments may be checked through an automated spam detection service.

INTEREST-BASED ADVERTISING

- Advertising privacy statement

This Site may be affiliated with third-party companies for the purposes of placing advertising on the Site. These third-party companies uses standard and widely-available tools for the placement and serving of ads, including those provided by Google, Inc. and its affiliates. We publish interest-based advertisements on the Site; that is, ads that are tailored to reflect your interests. To help understand your interests, the afore mentioned kind of companies, Google and our other advertising partners will track your behavior on our website and on other websites across the Internet using cookies.

By using this Site, you consent to the use of such cookies and the sharing of data captured by such cookies with the afore mentioned kind of companies, Google, and our other third-party partners. You can view, delete or add interest categories associated with your browser by visiting: <https://adssettings.google.com>. You can also opt out of the network cookie using those settings or using the Network Advertising Initiative's multi-cookie opt-out mechanism at: <http://optout.networkadvertising.org>. However, these opt-out mechanisms themselves use cookies, and if you clear the cookies from your browser your opt-out will not be maintained.

FOR EUROPEAN ECONOMIC AREA RESIDENTS

If you reside in a country in the European Economic Area (EEA), then under the GDPR and applicable data protection laws you have the rights, among other things, to access your personal data, have us erase it, and/or restrict its further processing. If you wish to access or delete your personal data (if any) maintained by us or a third-party company related to advertising on the Site, you can contact us at info@janandlaura.com. If you wish to see a list of the advertising partners we work with or change which of those partners track your behavior using cookies, click the ad preferences icon. (Available in the EU.)

EMAIL ADDRESSES

We may collect your email address, but only if you voluntarily provide it to us. This may occur, for example, if you sign up to receive an email newsletter, or enter a promotion. We will use your email address for the purposes for which you provided it to us, and also from time to time to send you emails regarding the Site or other products or services that we believe may be of interest to you. You may opt out of such email communications at any time by clicking the "unsubscribe" button in the email.

If you are a resident of a country in the European Economic Area (EEA), please refer to the section below entitled "Additional Rights of EEA Residents."

REGISTRATION OR ACCOUNT DATA

We may collect other information from you when you register with our Site in order to use various features. Such information could include your name, birthday, postal code, screen name, and password (if applicable). As you use the Site, we could collect other data that you provide voluntarily (such as comments that you post).

We may also collect information about you through other methods, including research surveys, social media platforms, verification services, data services, as well as public sources. We may combine this data with your registration data in order to maintain a more thorough profile.

We may use your personally-identifying information for a variety of our internal business purposes, such as creating a better user experience for the Site, diagnosing and troubleshooting malfunctions on the Site, better understanding how the Site is used, and making personalized recommendations to you.

If you are a resident of a country in the European Economic Area (EEA), please refer to the section below entitled “Additional Rights of EEA Residents.”

TRANSACTIONAL DATA

We may process information relating to transactions, including purchases of goods and services, that you enter into with us and/or through our Site (“Transactional Data”). The Transactional Data may include your contact details, your card details and the transaction details. The transaction data may be processed for the purpose of supplying the purchased goods and services and keeping proper records of those transactions. Payment processing on our Site is handled by our payment services providers. We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers’ privacy policies and practices at their respective website.

RETARGETING ADS

From time to time, the Site may engage in remarketing efforts with third-party companies, such as Google, Facebook, or Instagram, in order to market the Site. These companies use cookies to serve ads based on someone’s past visits to the Site. This means, after visiting the Site, you may see an ad for our services. However, your personally identifiable information is not used by any remarketing service other than to present you offers from the Site. We use the following third-party service providers for remarketing:

Facebook: [Opt-out of Facebook remarketing here](#)

Google: [Opt-out of Google remarketing here](#)

SPONSORED CONTENT TRACKING PIXELS

This Site may engage in sponsored campaigns with various influencer networks, brands, and agencies. All sponsored content is duly disclosed in accordance with the FTC and EU Law requirements. From time to time, these sponsored campaigns utilize tracking pixels (aka web beacons), which may contain cookies to collect data regarding usage and audience. This information is collected by the sponsoring company to track the results of the campaign. No personally identifiable information collected by the Site is used in conjunction with these tracking pixels.

AFFILIATE PROGRAM PARTICIPATION

The Site may engage in affiliate marketing, which is done by embedding tracking links into the Site. If you click on a link for an affiliate partnership, a cookie will be placed on your browser to track any sales for purposes of commissions.

JanandLaura is a participant in the LinkPizza Affiliate Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by advertising and links to the relevant sites. As a Linkpizza Partner, the Site earns from qualifying purchases. As part of this Linkpizza Affiliate Program, the Site will post customized links, provided by LinkPizza, to track the referrals to their website. This program utilizes cookies to track visits for the purposes of assigning commission on these sales.

NEWSLETTERS

On the Site, you may subscribe to our newsletter, which may be used for advertising purposes. All newsletters sent may contain tracking pixels. The pixel is embedded in emails and allows an analysis of the success of online marketing campaigns. Because of these tracking pixels, we may see if and when you open an email and which links within the email you click. Also, this allows the Site to adapt the content of future newsletters to the interests of the user. This behavior will not be passed on to third parties.

THIRD-PARTY USE OF PERSONAL INFORMATION

We may share your information with third parties when you explicitly authorize us to share your information.

Additionally, the Site may use third-party service providers to service various aspects of the Site, which are detailed herein. Each third-party service provider's use of your personal information is dictated by their respective privacy policies. At this time, your personal information is not shared with any other third-party applications. This may be amended from time to time in the Site's sole discretion.

Except when required by law, we will not sell, distribute, or reveal your email addresses or other personal information without your consent; however, we may disclose or transfer personal information collected through the Site to third parties who acquire all or a portion of our business, which may be the result of a merger, consolidation, or purchase of all or a portion of our assets, or in connection with any bankruptcy or reorganization proceeding brought by or against us.

WHAT RIGHTS WE HAVE OVER YOUR DATA

If you have an account on this site, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

MEDIA

If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

EMBEDDED CONTENT FROM OTHER SITES

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

ANONYMOUS DATA

From time to time, we may use anonymous data, which does not identify you alone, or when combined with data from other parties. This type of anonymous data may be provided to other parties for marketing, advertising, or other uses. Examples of this anonymous data may include analytics or information collected from cookies.

PUBLICLY VISIBLE INFORMATION

If you create a user profile on the Website or leave a comment, certain information may be publicly visible.

SENSITIVE PERSONAL INFORMATION

At no time should you submit sensitive personal information to the Website. This includes such information as your social security number. If you elect to submit such information to us, it will be subject to this Privacy Policy.

ADDITIONAL RIGHTS OF EEA (EUROPEAN ECONOMIC AREA) RESIDENTS

If you are a resident of a country in the EEA, you have the rights, among others, to:

- (i) access your personal data
- (ii) ensure the accuracy of your personal data
- (iii) the right to have us delete your personal data
- (iv) the right to restrict further processing of your personal data, and
- (v) the right to complain to a supervisory authority in your country of residence in the event that data is misused

If you believe that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your residence, your place of work or the place of the alleged infringement.

You may exercise any of your rights in relation to your personal data by written notice to us via info@janandlaura.com, or:

JanandLaura VOF
Waterlelie 3
1611 BR Bovenkarspel
The Netherlands

SALE OF BUSINESS OR ASSETS

In the event that the Site or substantially all of its assets is sold or disposed of as a going concern, whether by merger, sale of assets or otherwise, or in the event of an insolvency, bankruptcy or receivership, the information we have collected about you may be one of the assets sold or merged in connection with that transaction.

CHANGES TO THE PRIVACY POLICY

We may change this Privacy Policy from time to time. The most recent version of the Privacy Policy will always be posted on the Site, with the “Effective Date” posted at the top of the Policy. We may revise and update this Privacy Policy if our practices change, as technology changes, or as we add new services or change existing ones. If we make any material changes to our Privacy Policy or how we handle your personal

information, or we are going to use any personal information in a manner that is materially different from that stated in our Privacy Policy at the time we collected such information, we will give you a reasonable opportunity to consent to the change. If you do not consent, your personal information will be used as agreed to under the terms of the privacy policy in effect at the time we obtained that information. By using our Site or services after the Effective Date, you are deemed to consent to our then-current privacy policy. We will use information previously obtained in accordance with the Privacy Policy in effect when the information was obtained from you.

CONTACTING US

If you have any questions about this Privacy Policy or the practices of this Site, please contact us at info@janandlaura.com.

Or write to us at:

JanandLaura VOF
Waterlelie 3
1611 BR Bovenkarspel
The Netherlands

