



# Privacy Statement

## Why a Privacy Statement?

This document provides an overview of the most important measures Ruler has taken to guarantee the privacy of its clients and the confidentiality of the data provided. In the legal context, the confidential handling of data, in particular personal data, is of great importance. Ruler recognizes this importance and does its utmost to guarantee confidentiality and privacy. With this Privacy Statement, we want to provide clarity on how we handle your data. This Privacy Statement concerns the personal data of visitors to the Ruler website and of Ruler's subscribers. When you use our products and services, we, Ruler, can collect information from and about you. This happens when you provide us with data when you subscribe to Ruler or when you use our (mobile) website or otherwise contact us by phone or email. In these cases, you are the data subject, as it is called in privacy law terms, and we are the data controller.

## Privacy

### Who are we (who is responsible)?

Ruler B.V.

Krijn Taconiskade 422 1087 HW Amsterdam

We are listed in the trade register of the Chamber of Commerce under number 69037555.

Do you want to contact Ruler? You can do so by calling 020 - 4165403 or by sending an e-mail to [info@ruler.nl](mailto:info@ruler.nl).

### What data do we process?

We collect data at various times. Not all data qualifies as personal data, but we believe it is important for you to understand what data we may collect from you.

Below you will find an overview of what data we may collect. You can choose not to fill in certain data. Only the data that we ask for and that is marked with an (\*) or that is indicated as compulsory must be supplied in order to use our products and services. Through the browser settings or the settings on your mobile device (e.g. phone or tablet) you can determine which data is shared with us.

The overview of the data we may collect from you:

- When you create a Ruler account on a (mobile) website yourself or when an administrator creates an account on your behalf: the personal details are processed that you or the administrator provides us with when creating the account or to which you have given us access; such as your e-mail address and (user) name.
- When using our (mobile) websites: this involves processing information about your use of those (mobile) websites, such as the pages you visit and how long you view them for, the number of times you visit the Ruler website and the search terms you enter. It is also possible that you share your browser settings with us. We process your personal data (IP address and MAC address) if you give us permission to use functionality and tracking cookies.
- If you contact us by phone, chat or email, we may process the information provided, such as your name and contact details, along with your question or complaint.

## What do we do with your data?

We collect your data for the following reasons:

- To improve our products and services (e.g. by tailoring them to your needs) based on analyses of the data. The data of users of the Ruler website or of Ruler are collected and analyzed anonymously. This means that they are not traceable personal details.
- The data that you enter as a subscriber or that is entered by an administrator on your behalf is also used to send you News Updates or Alerts.
- Information that you share with us by phone or email is used to process and resolve your issue or complaint.

We do not process any data about the data you enter in your organization's Ruler environment. This means that the data are available to you in your Ruler environment, but Ruler's employees have no insight into the notes you make in a theme or your choice to indicate whether or not the relevant legislation has been complied with. Please note that certain parties have legal audit powers and may be able to enforce access to your use and data of Ruler.

## How do we secure your data?

We have taken measures to guarantee confidentiality and privacy. For example, Ruler uses security protocols (including 'secure socket layer') that guarantee the confidentiality of communications between subscriber and Ruler. Ruler strives to guarantee the confidentiality of communications with its services through the appropriate use of these protocols. Data is also securely stored via a hosting provider that has taken the necessary measures to ensure the integrity and confidentiality of data. In addition, personal data and statistical

data regarding the use of Ruler are not provided to third parties, unless, for example, provided for the execution of the agreement (including hosting activities and invoicing) or in response to a legally valid restraining order from a judicial authority.

### How long do we store your data?

We will store your data for you for as long as you are using Ruler. As soon as you cancel the subscription, your user data will be deleted. The ultimate retention period is two years after the subscription has ended. Longer retention of data is only permitted if the personal data is necessary for compliance with a legal retention obligation.

### Cookies

Cookies are small, simple text files that we place on your computer, tablet or mobile phone when you visit our website. Information about your website visit is stored in these cookies. On your next visit with the same device, the information in this text file is consulted so that we can recognize you. You will be asked for your permission to do so.

You can configure your browser so that cookies cannot be placed on your computer. After doing so, you still have access to the Ruler website. However, you cannot log in without allowing cookies on your computer. Cookies are used to determine whether you are logged in to Ruler and whether your session is still valid. Cookies are used to improve the user experience.

Below we give an overview of the cookies used on Ruler's website and in Ruler itself.

Naam script/cookie	Techniek	Beschrijving
Google analytics	Cookie	Cookie for the collection of statistics
Sessie login	Cookie	Cookie to remember whether you are logged in or not
Instellingen	Cookie	Cookie for saving the most recent (temporary) settings such as sorting order
Tracking	Cookie	Cookie for displaying relevant advertisements (only about our software)

### Do we share your data with others?

Yes, we share your data. We did not create Ruler and its services ourselves and we are not a software company. For Ruler, we use the services of Microsoft (Azure) and Lively for the hosting, management and support of Ruler and the Ruler website. Therefore, we share your data with these parties. We have concluded a processor's agreement with these parties.

## Do you have any questions or comments about our data usage?

This Privacy Statement is about your data. You therefore have a say in what we may do with your data. You have a right of access, rectification, deletion, restriction of our use of your data, you can in some cases object to the use of the data and you have the right to portability of your data.

This means that you can ask us (see our contact details above) what personal data we process. Within the rules of the law, we will answer this. You also have the right to correct or delete your data. You can manage this yourself to a large extent via your account and settings of your browser or mobile device. If we have requested permission to use data, you can always withdraw this permission. This does not affect the use of your data before the moment of withdrawal of consent. You also have a right to object to the use of your data for direct marketing purposes. You can also request that we provide your data to you or another party in a machine-readable and interoperable format. We will treat this request seriously.

Questions about your use of this website, about inspection and correctness of information that you previously provided to Ruler (via the website or because of our services) or requests to remove outdated information can be addressed to [info@ruler.nl](mailto:info@ruler.nl).

## Changes to this Privacy Statement

Everything in life is subject to change. So is our privacy statement. You can see from the date below whether this is the version you have read before.

Version: June 2022