PRIVACY & COOKIE POLICY

Welcome to the website of 2KnowHow2. We value and respect your privacy. In this policy we explain how we treat your personal data. We have tried to write this policy in a language that is easy to understand to be as transparent as possible. Do not hesitate to contact us if you have any questions about this policy.

About this policy

This policy applies to you if you are a client, prospective client, supplier or just a website visitor.

Should I read this policy?

This policy was last updated on 31 December 2019 and may vary from time to time. You can always view the latest version of this policy on our website. We will notify significant changes to you by email.

Changes to this policy

AT A GLANCE
The short version

Personal data we collect and process

Contact info | Professional info | Financial info | Official info| Info about our services | Marketing info| Website identification & behaviour info | Photos & video

How we obtain your personal data

You give it to us or we collect it automatically.

Legal grounds for using your personal data

Your consent | Necessary for a contract | Our legitimate interests | Legal obligations

Purposes for which we use your personal data

General communication & marketing | Delivery & improvement of our services | General & IT security | Contracts | Compliance | Legal

How long we keep your personal data

In accordance with data protection laws and depending on the purpose(s)

With whom we share your personal data

External service providers | Government authorities

Cookies we use

Necessary, functional and analytical cookies | Third party cookies |Social media plugins

Your rights

Access |Correct & complete | To be forgotten | Portability| Restrict processing | Object processing | Withdraw your consent | Object automated individual decision-making | Lodge a complaint

Security

Highest standard as regards hosting and protecting data

Hyperlinks to other websites

Not responsible or liable for any processing of your data

Responsible for your personal data

Dominique Meert

OVERVIEW
The long version

What personal data do we collect and process?

How do we obtain your personal data?

Which are the legal grounds for using your personal data?

For which purposes do we use your personal data?

How long do we keep your personal data?

With whom do we share your personal data?

We use cookies

What are your rights?

Security

Hyperlinks to other websites

Who is responsible for your personal data?

What personal data do we collect and process?

The personal data we collect and process about you will differ depending on our relationship. We collect and process different types of data if you are a client, a prospective client, a supplier or just a visitor to our website.

	Client	Prospective client	Supplier	Website visitor
Contact information [e.g. first name, last name, address, email, phone]	☑	☑	☑	☑
Professional information [e.g. company, title, website]	☑	☑	☑	☑
Financial information [e.g. bank account details]	☑	☒	☑	☒
Official information [e.g. VAT number]	☑	☑	☑	☑
Information about our services [e.g. assignments, matters and projects we are working on]	☑	☒	☒	☒
Marketing preferences and activities [e.g. whether you read our marketing emails or not, whether you click on links in our marketing emails or not, areas of interest]	☑	☑	☒	☑
Information concerning your attendance at trainings, workshops and events [e.g. dietary preferences, access requirements]	☑	☑	☑	☒
Photos and videos [e.g. at workshops, trainings and other events]	☑	☑	☒	☒
Data that identifies you when you visit our website [e.g. your IP address, browser type, geolocation information]	☒	☒	☒	☑
Data on how you use our website [e.g. the path you take through our website, how long you stay and what you do on our pages]	☒	☒	☒	☑

We do not collect or process any sensitive data about you.
[e.g. ethnic origin, health data, religious belief, political opinions]

How do we obtain your personal data?

Sometimes you give us your personal data, sometimes your personal data is collected automatically.

- We gather personal data about you when you give it to us or interact with us directly.
  [e.g. as part of our business acceptance processes, in the course of and in connection with our services, when you register for a training, workshop or event]
- A number of facilities on our website such as the contact form and call-to-actions invite you to give us your personal data. The purpose of these facilities is apparent at the point that you give us your personal data. We only use your data for those purposes.
- We collect your personal data while monitoring (1) our software tools such as our marketing automation tools, (2) our website and (3) our email communications.

Which are the legal grounds for using your personal data?

Data protection legislation requires that we need to have a legal ground for collecting and processing your personal data. We collect and process your personal data on the following legal grounds:

- Your consent	You have given us clear consent to process your personal data for specific purposes. You can freely withdraw such consent at any time. [e.g. to keep you posted about new training programmes or workshops, to receive our blog posts]
- Necessary for a contract	We may need to process your personal data to establish, perform and terminate a contract for the provision of our services or because you have asked us to fulfil certain requests prior to contract conclusion. [e.g. to prepare a pitch]
- Legitimate interests	We process your personal data because we have a legitimate interest to do so. In general, our legitimate interests will relate to: - the delivery, improvement and development of our services and business operations - the promotion of our services including direct marketing - gaining insights from your behaviour on our website - the personalisation of our communications
- Legal obligations	We may need to process your personal data because of legal obligations to which we are subject. [e.g. to comply with tax obligations]

The legal grounds on which we process your personal data will differ depending on our relationship. We use your personal data on different legal grounds if you are a client, a prospective client, a supplier or just a visitor to our website.

	Client	Prospective client	Supplier	Website visitor
▪ Your consent	☑	☑	☑	☑
▪ Necessary for a contract	☑	☒	☑	☒
▪ Our legitimate interests	☑	☑	☑	☑
▪ Legal obligations	☑	☒	☑	☒

For which purposes do we use your personal data?

The purposes for which we use your personal data will differ depending on our relationship. We use your personal data for different purposes if you are a client, a prospective client, a supplier or just a visitor to our website.

	Client	Prospective client	Supplier	Website visitor
▪ To communicate with you	☑	☑	☑	☑
▪ To render our services and continuously improve the quality hereof	☑	☒	☒	☒
▪ To establish, perform and terminate engagements concerning our services	☑	☒	☒	☒
▪ To establish, perform and terminate supplier contracts	☒	☒	☑	☒
▪ To ensure the security of our co-working offices	☑	☑	☑	☒
▪ To manage our business operations and IT systems	☑	☑	☑	☑
▪ To send you personalised marketing information and perform research and analysis in this respect	☑	☑	☒	☑
▪ To execute client-relationship management (CRM)	☑	☑	☒	☒
▪ To comply with applicable laws and regulatory obligations	☑	☑	☑	☒
▪ To establish and defend our legal rights if necessary	☑	☑	☑	☒

How long do we keep your personal data?

We keep your personal data in accordance with the applicable data protection laws and the purposes for which the data is collected and used.

With whom do we share your personal data?

We may share your personal data with certain trusted third parties. These third parties may include:

- external service providers
  [e.g. hosting service providers, IT service providers, business service providers, bank and financial institutions, accountants, catering service providers]
- government authorities

We do not sell, distribute or otherwise make your personal data commercially available to any third party.

We use cookies

What are cookies?	Cookies are small text files that are stored in your web browser or mobile application.
Why do we use cookies?	We use cookies on our website so that we can (1) keep track of your choices and preferences (e.g. language choice), and (2) improve the use of our website.
How does it work?	Once a cookie is stored and you visit our website again, the data stored in that cookie notifies our website. The cookie recognises you and tells our website your last activity on our website.
	Cookies usually also have an expiration date. For example, some cookies are automatically deleted when you close your browser (so-called session cookies), while others can be stored longer on your computer, sometimes until you delete them manually (so-called permanent cookies).
We also use third party cookies	We also use third party cookies such as from Google Analytics. We rely on Google Analytics cookies to improve (1) the functionality and user-friendliness of our website, and (2) our services. Google Analytics gives us aggregated statistical data about your use of our website. This includes details such as page views, source and time spent on our website. This information is depersonalised and is displayed as numbers. This means that it cannot be tracked back to individuals.
	We do not control the setting of such cookies. We advise you to check https://nl.wikipedia.org/wiki/Google_Analytics for more information about these cookies and how to manage them.
Cookies placed by social media	It is also possible for cookies to be placed by social media (e.g. LinkedIn, Facebook, Twitter) referred to on our website. Social media use such cookies to enable functionalities and to collect data that they can use for their own purposes. We have no control over how these third parties use these cookies.

	These social media plugins are a LinkedIn, Facebook or Twitter logo. An overview of these social media plugins and how to manage them can be found here:
	https://developer.linkedin.com/plugins
	https://developers.facebook.com/docs/plugins
	https://dev.twitter.com/web/overview
Detailed overview	Please check Annex 1 for a detailed overview of cookies used on our website.
You don't want cookies or you want to modify your preferences?	You can enable or disable cookies at any time by amending the cookie settings of your browser.
	Visit www.aboutcookies.org to find out how to limit or block cookies on an array of different browsers. There are details on how to delete cookies as well as general information about them. For information on how to do this on your mobile phone you will need to refer to the manufacturer's guide. Please note that you may have to manually modify some preferences every time you visit a site and that some services and functionalities may not work if you choose to limit or block cookies.

What are your rights?

To exercise your rights, just send an email at dominique.meert@thevisuallawyer.be

▪ Right to access your personal data	You have the right to access your personal data. This includes the right to ask us supplementary information about e.g. the categories of data we process and the purposes of data processing.
▪ Right to correct your personal data	You have the right to correct and complete your personal data, and to have recipients to whom your personal data was given informed of the rectification.
▪ Right to be "forgotten"	In certain circumstances, you can ask us to erase any personal data we hold about you.
▪ Right to port your personal data to another data controller	In certain circumstances, you have the right to be given your personal data. If you ask us, we will directly transfer your personal data to another data controller.
▪ Right to restriction of processing your personal data	In certain circumstances, you have the right to obtain restriction of the processing of your personal data.
▪ Right to object the processing of your personal data	You have the right to object to the processing of your personal data based on our legitimate interests. You can ask us not to use your personal data for direct marketing at all times.

▪ Right to withdraw your consent	If the processing of your personal data is based on your consent, you have the right to withdraw your consent at any time.
▪ Right to object to automated individual decision-making including profiling	In the case of automated individual decision-making such as when we send you personalised emails based on your behaviour, you have the right to obtain human intervention, give your point of view, receive an explanation for the automated decision, and challenge that decision.
▪ Right to lodge a complaint	You have the right to lodge a complaint with a supervisory authority. The Belgian Commission for the Protection of Privacy ("Data Protection Authority") can be contacted as follows: 🖃 Drukpersstraat 35, 1000 Brussel, Belgium ☏ +32 (0)2 274 48 00 ✉ commission@privacycommission.be

Security

We apply the highest standard of security as regards hosting and protecting data. Our website has a Secure Sockets Layer (SSL) certificate. This SSL certificate creates an encrypted connection between your browser and our server to secure all our online webforms and the data collected.

Hyperlinks to other websites

Our website may include hyperlinks to websites offered by other companies/persons or by social media such as Facebook, Twitter and LinkedIn (social plugins). We are not responsible or liable for any processing of your personal data via these websites. Our policy does not apply to the use of such websites.

Who is responsible for your personal data?

2KnowHow2, represented by Dominique Meert, BE 0820.223.585 RPM/RPR, located at Mechelsesteenweg 33, 2860 Sint-Katelijne-Waver, Belgium, is responsible for your personal data.

Thank you for your time and attention to this policy

Thank you for reading this policy. We have tried to use plain language to be as transparent as possible. We would love to hear your thoughts on how we can make this policy even better. Just send us an email (dominique.meert@2knowhow2.com) and we will get back to you as soon as possible.

Annex 1

List of necessary cookies

Necessary cookies are essential to the proper functioning of our website. It is not possible to refuse these cookies if you want to visit our website.

Name	Expiry date	Content	Purpose
XSRF-TOKEN	1 hour	A token	Contains a unique token that is sent with every request to prevent CSRF (Cross Site Request Forgery).

List of functional cookies

Functional cookies are used to recognise users when they return to our website. They enable the personalisation of content and the recognition of users, and they remember user preferences (e.g. choice of language). It is not possible to refuse these cookies if you want to surf on our website.

Name	Expiry date	Content	Purpose
showCookieNotice	1 year	0 or 1	Is set to 1 if the user clicks on "Agree" at the bottom of the website. From then on the cookie bar is no longer displayed on the following page requests.
laravel_session	1 hour	A token	Contains a unique token that is kept between requests, to be able to pass on information to the user uniquely from page to page. This is standard logic, which is currently not used to transmit functional data.

List of analytical cookies

Analytical cookies are used to track visitors on our website. How do they browse, how long are they staying, what are they looking at, etc. They are used to measure the performance of our website and to optimise it. You can decline these cookies. Visit www.aboutcookies.org to find out how to limit or block cookies on an array of different browsers.

The third party sharethis.com sets a number of cookies to control the operation of the share buttons on the right of the website. We do not control the setting of such cookies. For the exact operation and details, we kindly refer you to https://sharethis.com/.

We rely on Google Analytics cookies to improve (1) the functionality and user-friendliness of our website, and (2) our services. Google Analytics gives us aggregated statistical data about your use of our website. This includes details such as page views, source and time spent on our website. This information is depersonalised and is displayed as numbers. This means that it cannot be tracked back to individuals.

We do not control the setting of such cookies. We advise you to check https://nl.wikipedia.org/wiki/Google_Analytics for more information about these cookies and how to manage them.