

## PRIVACY & COOKIEDECLARATION, IPCO LAW

### Introduction

This is the privacy statement of IPCO Law. B.V. We respect your privacy and handle your personal data on the basis of care and trust. We process your personal data in accordance with the Personal Data Protection Act, the General Data Protection Regulation and the Telecommunications Act. This statement explains how we do that.

### Personal data

The following personal data are (possibly ) processed by us, through the website or after direct contact:

- Trade name
- First and last name
- Business address and/or postal address
- E-mail address
- Phone Number(s)
- Account names for video/telephony calls such as (Skype, Microsoft Teams, Zoom, Google Meet)
- Social media account names
- Chamber of Commerce number, VAT number
- Customer number, order number, quote or invoice numbers.
- If applicable, a copy of your proof of identity (see further the heading: proof of identity) and the personal data contained in your proof of identity, including your BSN, passport photo and signature

### Proof of identity

If the work we are carrying out requires it, we may ask for your proof of identity. Sometimes this is necessary to verify the trademark owners details or if we are providing registration abroad. This rarely happens. We will inform you of this in advance. As soon as we have received and forwarded a copy of the proof of identity, it will be removed from all our systems.

### Purposes

IPCO may process your personal data for various purposes such as:

Processing through the contact form or by email: if you ask us a question through the contact form or by e-mail, we will process your personal data in order to be able to answer the question. Other purposes are:

- Providing IP registrations: if you ask IPCO for a trademark, design, patent or plant breeder's registration("IP registrations"), we will process your personal data for the following purposes: : proper performance of the contract. For the processing of an IP registration it is necessary to process your personal data. More information can be found under the question "With whom does IPCO share your personal data?"

- Processing for direct marketing purposes: IPCO processes personal data for direct marketing purposes. IPCO considers this processing to be justified in view of its own commercial interests. More information can be found under the 'Direct Marketing' section.
- For sending our newsletter.
- For fulfilling legal obligations.

### **Where is the data stored?**

Your personal data are stored in the following digital and physical places:

- The file management system;
- The accounting system;
- The online storage of the e-mail client (Outlook);
- Mailchip, for sending the electronic newsletters
- Google analytics, for optimising the website
- A physical file, if the proper performance of the agreement requires this, for example if you visit IPCO at the office or legal proceedings are instituted on your behalf.

### **Storage terms**

Your personal data will not be retained for any longer than is necessary to achieve the stated purposes, or for as long as we are legally obliged to retain the data.

- In connection with the tax retention obligation, invoices are kept for seven years.
- Personal details that you actively provide will be kept as long as IPCO Law is still in business and these details are necessary for the execution of the agreement.
- Newsletter, your name and contact details will be kept until you indicate that you no longer wish to receive our newsletters.

### **Right of inspection**

Would you like to inspect the processing of your personal data? Then you may submit a request for inspection. We will then provide you with an overview, in accordance with art. 15 and 23 of the AVG (art. 35 and 43 of the Wbp):

- a) the processing purposes;
- b) the categories of personal data involved;
- c) the recipients or categories of recipients to whom the personal data have been or will be provided,
- d) the period for which the personal data are expected to be stored;
- (e) you have the right to request IPCO to rectify or erase personal data as well as the right to object to the processing;
- (f) the right to lodge a complaint with a supervisory authority;
- (g) where the personal data did not originate from you, any available information as to the source of such data;

You may make the request for inspection by telephone, at IPCO's office or by e-mail ([www.ipcolaw.com](http://www.ipcolaw.com))

### **Right to object and/or challenge**

Do you object to the data processing? Please send us an e-mail (info@ipcolaw.com). We will immediately stop the data processing. If your data processing is necessary for the performance of a contract we have with you, we will discuss this.

### **Right of correction and/or rectification**

If the personal data that we process are incorrect, incomplete or irrelevant to the data processing, or are otherwise processed in violation of a statutory provision, you can inform us. We will then amend, supplement or cease the data processing. Please inform IPCO of the exact changes you require.

### **Right to be forgotten**

You have the right to ask IPCO to delete your personal data.

### **Use of cookies**

A cookie is a small text file that is sent to your computer, mobile phone or tablet when you visit a website.

### **What cookies does IPCO use?**

IPCO only uses analytical cookies (using Google Analytics). IPCO does not use tracking cookies or functional cookies. Under Article 11.7a of the Telecommunications Act (TW), IPCO is not required to seek consent for the processing of analytical cookies. This is because these cookies have little impact on your privacy (for more information, see:

[https://www.autoriteitpersoonsgegevens.nl/sites/default/files/atoms/files/handleiding\\_privacyriendelijk\\_instellen\\_google\\_analytics\\_2.pdf](https://www.autoriteitpersoonsgegevens.nl/sites/default/files/atoms/files/handleiding_privacyriendelijk_instellen_google_analytics_2.pdf)).

### **Security measures**

It is important to IPCO that your personal data is processed as carefully as possible. IPCO has therefore taken the following measures to guarantee data processing:

- IPCO has anti-virus software and a reliable e-mail client (Outlook);
- IPCO stores personal data in a password-protected file management system.

### **List of recipients**

Within IPCO, your data is processed by the finance department and - for the purpose of answering a query or executing the contract - by our legal staff. In the case of direct marketing, the data is processed by a legal support employee and the office manager.

Depending on the agreement, the data will be provided to third parties. These are:

- Benelux Office for Intellectual Property (BOIP).
- European Union Intellectual Property Office (EUIPO).
- World Intellectual Property Organisation (WIPO).

- In the event of legal proceedings, the data will be provided to an external law firm and judicial authority/authorities. Naturally, you will be informed of this in advance. The law firm that handles the case differs per case and is always done in consultation.
- External patent attorney(s)
- Foreign agents and authorities for IP registrations abroad.
- ICT service providers
- Payment services
- SEO and SEA providers

Personal data will not be provided to parties other than the above-mentioned organizations and persons. The above-mentioned institutions and persons will treat your personal data confidentially and guarantee their security.

### **Right of complaint**

If you have a complaint, please let us know and we will work together to find a solution. You may also submit a complaint to the Dutch Data Protection Authority (Autoriteit Persoonsgegevens or AP) via: <https://autoriteitpersoonsgegevens.nl/nl>.

### **Personal data obtained by other means**

If we have used your data for direct marketing, IPCO has received this data via the database of the Benelux Office for Intellectual Property (<https://www.boip.int/nl>) or via the database of the European Union Intellectual Property Office (<https://euipo.europa.eu/ohimportal/en>).

### **Recipients outside the Union**

If required for the proper performance of the agreement, we may provide your personal data to the World Intellectual Property Organisation (WIPO). The WIPO privacy statement can be found here: <http://www.wipo.int/tools/en/disclaim.html>. The address of WIPO can be found here: <https://www3.wipo.int/contact/en/>. As an international organisation, WIPO guarantees adequate protection of your privacy.

### **Relevant Laws and Regulations**

IPCO complies with all laws and regulations relevant to privacy protection, in particular the Data Protection Act (Wbp) and the General Data Protection Regulation (AVG).

### **Amendment of Privacy Statement**

The Privacy Statement may be amended from time to time. Therefore, please consult the Privacy Statement regularly. The last and current version was published on 1 October 2021.

**Contact details**

Do you have any questions after reading our Privacy and Cookie Statement? Then please contact us.

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