



PRIVACY POLICY

Effective date: 1 March 2020

INTRODUCTION. This Privacy Policy (hereafter: "Policy") informs you about the collection, use, retention and disclosure of your Personal Data by Anchor Intellectual Property ("Anchor IP"). Your privacy is important to us and we will treat your personal data carefully.

ABOUT ANCHOR IP. Anchor IP is a company registered in the Netherlands (Chamber of Commerce registration number 77658019). The company is owned by Diana Versteeg, a legal counsel with 20+ years of experience in Intellectual Property and related legal services. The services of Anchor IP include, but are not limited to: e-books, books, webinars, lectures, online training and legal counseling about all aspects of Intellectual Property. Anchor IP also assists amongst others with clearance searches, registration formalities, management and enforcement of Intellectual Property rights. All our legal products and services are hereafter collectively referred to as "Services".

This Policy applies to the information that Anchor IP collects about you through the main website www.anchor-ip.com and the various social media channels of Anchor IP such as LinkedIn, Facebook and Instagram (hereafter collectively: "Online Media").

DEFINITIONS

Cookies	Cookies are small pieces of data stored on your device (computer or mobile device).
Data Controller	Data Controller means the natural or legal person who (either alone or together with other natural or legal persons) determines the purposes for which any Personal Data are processed. For the purpose of this Policy, Anchor IP is a Data Controller of your Personal Data.
Personal Data	Personal Data means data about a living individual who can be identified from those data.
Service Provider	Service Provider means any natural or legal person who processes the Personal Data on behalf of the Data Controller. Anchor IP may use the services of various Service Providers in order to process your Personal Data more effectively.

INFORMATION COLLECTED. Anchor IP collects the following Personal Data:

- Information that you provide through Anchor IP's Online Media (name and email address)
- Information that you provide at events such as conferences, lectures and seminars (name, email address, company name, address and phone number)
- Information that Anchor IP collects automatically when you visit our Online Media (browser, IP address, operating system, browsing history, your domain name from which you access our Online Media).

HOW WE USE YOUR INFORMATION. Anchor IP collects and uses your Personal Data to:

- Provide our Services to you and to notify you of any changes in relation to the Services
- Answer your questions and give you customer support
- Send you information, such as newsletters, E-books, information about online training, if you consent to this
- Send you marketing emails, if you consent to this
- Analyze and monitor your usage of our Services and Online Media to improve them
- Send you invoices

USE OF COOKIES. Anchor IP uses Cookies to collect information as you navigate through our Online Media with the purpose to improve the user experience, and to analyze the interaction with our Online Media. We use the following Cookies:

- Cookies used for analytics, to analyze trends and interactions
- Cookies used for operations, to improve the user experience and functionalities of our Online Media
- Cookies used for marketing, to promote and market our Services

HOW TO MANAGE COOKIES. You can control the use of Cookies via your internet browser. Please note that if you reject or delete Cookies, the ability to use certain features of our Services or Online Media may be limited (or even impaired if you block all Cookies).

SERVICE PROVIDERS. We share Personal Data with Service Providers that perform services for us, including but not limited to mailing, email, invoicing, tax, accounting, payments, webhosting, and analytic services. These Service Providers may only use your Personal Data to the extent this is necessary for the performance of their services to Anchor IP.

INTERNATIONAL DATA TRANSFER. Where possible, Anchor IP will collect and process your information in the Netherlands or in the European Union, however it may happen that your information may be transferred to computers or servers located outside the Netherlands, where one or more of our Service Providers operate. These countries may not have the same data protection laws as in the European Union, but no transfer of your Personal Data will take place to a country unless there are adequate privacy laws in place. Your consent to this Policy followed by your submission of your Personal Data represents your agreement to such international data transfer.

OPT-OUT / UNSUBSCRIBE. With your consent, we may contact you by email to market our Services. If you would like to opt-out of further marketing communications, you can click the “unsubscribe” link at the bottom of any marketing email or send an email to: unsubscribe@anchor-ip.com. We will process your opt-out request as soon as possible (it may take 1-2 weeks so you may receive some further e-mails until your opt-out is processed).

Please note that your opt-out does not relate to general e-mails about invoicing, correspondence about our Services and other non-marketing related e-mails.

YOUR DATA PRIVACY RIGHTS. Depending on the country where you are located, you may have the following rights:

- Lodge a complaint with your local data protection authority if the data collection and usage by Anchor IP does not comply with the applicable laws
- Request access to the Personal Data we collect about you

- Request that incomplete or incorrect information about you is corrected, updated or deleted
- Request that the use of your Personal Data is restricted to exclude specific types of processing
- Withdraw consent for future processing of your Personal Data

If you wish to exercise any of these rights, please send an email to: privacy@anchor-ip.com and we will respond to your request as soon as possible, but in any case, within 30 days.

DATA RETENTION. We store your Personal Data as long as it is necessary to provide our Services and fulfill our legal obligations. In case of Personal Data used by you in our Online Media (for example in communication such as a comment or a review section in Online Media), this information may remain visible perpetually, or until you ask us to remove such communication.

DATA SECURITY. Anchor IP uses reasonable and appropriate safeguards to protect your Personal Data against unauthorized access, including using commercially available computer security products such as firewalls. Nevertheless, it is impossible to guarantee 100% security in all circumstances.

LINKS TO OTHER WEBSITES. Our Services or Online Media may contain links to third-party services or websites, which may have separate privacy policies. We are not responsible for these third-party websites, and therefore we advise to review their privacy policy and user terms prior to engaging with such third party.

CHANGES TO THIS POLICY. We may update this Policy from time to time. The “effective date” on top of this Policy will always show the most recent version.

CONTACT US. If you have any questions about our Policy, or if you would like to exercise your data privacy rights, please contact us at privacy@anchor-ip.com or write to us at:

Anchor IP
President Kennedylaan 19
2517 JK The Hague
The Netherlands