

Privacy Statement Smart.pr

This Privacy Statement applies to (future) users of the Services of Smart.pr B.V. (Smart.pr) and visitors of our Websites. This document describes how we as a company handle your job-related (personal) data in your role as a PR-professional.

1. Who are we and what do we do?

We are Smart.pr, a software company from Amsterdam. Our product is used by you as a PR-professional: someone with a PR- or communications role at an organization, (semi-) government, or NGO that carries out a professional PR- and communications policy. With the Smart.pr Webapp you can conduct your PR efforts in several ways: among other things you can follow and search the news, find journalists, manage your media relations, send press releases and measure the effect of your PR efforts. We refer to the Smart.pr Webapp and all our additional products or services as our Service(s). For more information please visit our Website www.smart.pr.

2. Privacy Statement

This Privacy Statement explains what personal data we process when you visit our Website, when you already use our Services, or when you might do so in the future, because this helps you in your role as a PR-professional. We also describe what role we have in the processing of your personal data, with which purposes we do so, for how long we store your data and which rights you have as a data subject.

3. Personal data and our role

Personal data are, in line with the General Data Protection Regulation (GDPR), all information by which you as a person may be directly or indirectly identified. We process personal data in our role as data controller. To be clear, this always concerns professional, job-related data of you in your role as a PR-professional within a certain organization. We do not process any of your personal, private data.

4. With what purposes do we process your personal data?

Smart.pr is a commercial organization that offers a Webapp in a subscription-based business model to organizations as mentioned earlier. In your job as a PR-professional you are a (potential) user of our Services. So, to extend our client portfolio, we are always looking for people like you. When we do our job well, you have a better working day as a PR-professional. Therefore, we believe there's a legitimate interest in us reaching out to you every now and then, to hear whether you are interested in our Services. Naturally, you can always opt out of these outreaches and we will not contact you in case you requested us not to do so.

We can process your professional data in various situations. We process your data in case you already use our Services, when you contact us via our Websites, via phone, email or social media, when you show interest in our content (for example through our PR newsletters, e-books, whitepapers, market research or other announcements on our Website), or when we believe our Services can be helpful to you in the future.

In case we already provide our Services to you, we can process the following professional, job-related data of you in your role as a PR-professional:

(Personal) data	Purpose(s)	Legal base(s) for processing
<ul style="list-style-type: none"> - First and last name - Contact data (e.g., email, phone, address) - Data as included in the Agreement - Contents of any correspondence 	<ul style="list-style-type: none"> - To finalize the Agreement - To execute the arrangements about our Services stemming from the Agreement, including e.g. potential complaints or product optimizations - Be in touch about the execution of our Services, including support news, or potential updates - To keep our administration up to date 	<p>We process your personal data to establish and <i>execute our contract</i> with you or your organization, or because we have a <i>legitimate interest</i> in keeping our administration up to date and being in touch with our user base. We may also inform you about Services that are potentially relevant to you. Any update will in that case contain a link via which you can opt out.</p>
<ul style="list-style-type: none"> - Financial info like IBAN and VAT-number - Specifications of offerings and invoices - Name, address, chamber of commerce info and other relevant organizational data 	<ul style="list-style-type: none"> - To invoice any payable amounts - To process payments - To keep track of paid and payable remunerations - To file data in our (financial) administration 	<p><i>Execution of the contract</i>, like before. <i>Legitimate interest</i> for keeping our financial administration. We are also <i>legally obliged</i> to enter (some of) this data in our administration and, when required, share it with the tax authorities.</p>
<ul style="list-style-type: none"> - Other usage data when you use the Webapp 	<ul style="list-style-type: none"> - To improve and optimize our Webapp and Services, including potentially offering new functionalities and reducing spam (by monitoring reputation scores) 	<p>There is a <i>legitimate interest</i> to monitor the use of our Webapp and to (based on this) extend and/or optimize our Services and minimize spamming.</p>

In case you do not use our Services currently but Smart.pr might be interesting for you in the future, or in case you've used our Services in the past and you still work in PR or communications, we may also process personal data of you in your role as a PR-professional.

Possibly you visited our Websites, you subscribed to our newsletter, downloaded an e-book or whitepaper, or otherwise shared contact details with us via our Website, phone, email, social media, or otherwise, but this doesn't need to be the case. It could also be that we took action to reach out to you, because we believe our Services could be helpful to you in your role as a PR-professional. In these cases, we can process the following professional, job-related data of you in your role as a PR-professional:

(Personal) data	Purpose(s)	Legal base(s) for processing
In case you use our Website: - IP address, info about your device and browser - Session data like date, time, time zone	- To adapt the Website to your device - To make (and keep) our Website functional - To improve the Website's usability	We have a <i>legitimate interest</i> in presenting and maintaining a well-functioning Website.
In case you share your data for (i.a.) our newsletter, an e-book, whitepaper, or other PR-related content: your name and email address.	To subscribe you to our newsletter and/or to send you the selected content.	We process this data to <i>execute our contract</i> with you, namely to respond to your request.
In case you request a demo: your name, email address and (optionally) your phone number.	To plan a demo with one of our team members. Depending on the outcome, this will have a follow-up or not.	<i>Execution of contract</i> , namely to give you a demo and, depending of the outcome: to become a client, sign up for newsletters, etc.
In case you're in touch with us via social media: data of visitors interacting with our team via these channels, including any personal data involved here.	- To reach out to visitors as a response to their posts or remarks on social media - To process any feedback about our company or our Services that we receive via social media	We have a <i>legitimate interest</i> to reach out to you, to help you based on your questions or remarks, and to hereby improve our Services.
In case you used our Services in the past, or in case we believe our Services could be relevant to you in the future: your name, email address, phone number, LinkedIn profile, name of the organization you work with.	- To quickly get you up to speed in case you want to use our Services again - To extend our client portfolio with new PR-professionals that can benefit from using Smart.pr in their daily PR efforts.	We have a <i>legitimate interest</i> to contact you in case we believe, from our experience with the use of our product since 2008 and from the many positive referrals since then, that Smart.pr can (again) be helpful to you in your role as a PR- or communications professional.

Lastly, it is of the utmost importance to us to never be a burden to any of our (future) users, so we strongly aim to make all our (marketing) messages and company communication valuable to you as a PR-professional. Also, we always make sure you can directly indicate that you do not wish to receive communication from us (any longer).

5. Obligatory or necessary information

In case you use our Services, it may be legally or contractually obliged to share specific personal data with us, like contact details and financial information. In case you do not share this data, this usually means we cannot offer our Services or that we cannot execute (parts of) our Agreement.

6. Cookies

We use various cookies on our Website. More information about this can be found via our [Cookie Statement](#).

7. For how long do we keep your personal data?

We store personal data for as long as it is needed for the purposes described above, unless we are legally obliged to store the data longer than this.

As a PR-professional you want a better way of working. As a company, we believe that Smart.pr can indeed offer you this *and* we want to extend our client base. This is why, regarding the processing of personal data, we assess that your interests as a PR-professional and our company's interests are aligned. When you work as a PR-professional today, regularly you also work in PR or communications tomorrow, or even several years from now, albeit perhaps in a different context. This means Smart.pr could be relevant to you for quite some time. This is our experience since we founded our company in 2008: often, PR-professionals who used Smart.pr in the past, return to using our Services in their new roles or in new organizations, now or in the future. Based on this insight, we believe it is reasonable to store data of users who used Smart.pr in the past, for a longer period. Towards the future, this also contributes to our belief that it is justifiable to reach out to PR-professionals that we do not yet know. In case we contact you, we do this because we gauge from our years of experience, that Smart.pr is relevant to you. In case we have any doubts about this, we will not contact you.

We make an effort to balance the period of retention and the data we keep of you and your organization, relative to the interests involved. This implies that the period of retention for personal data will vary with the intensity of our interactions: do or did our organizations have a long and fruitful collaboration? Then the data involved is more extensive and we store it for longer. In case the interaction boils down to a newsletter subscription or a mere LinkedIn marketing message, the data involved is less and the retention period is shorter.

8. Do we share your personal data with others?

In case you use Smart.pr in your work as a PR-professional, we share your data with the following data processors and data controllers:

Processors – We use third parties that support us in offering our Services. In this light, these organizations process personal data on our behalf. For example, we use processors to manage our Websites (Squarespace), for hosting (Amazon), for client relationship management (Pipedrive), to offer support (Intercom), for invoicing (Moneybird), accounting (Twinfield), to store data (Google Drive), for email (Gsuite), for in-company communications (Slack), or for product analysis (Amplitude, Hotjar, Productboard). These processors are only allowed to process the personal data we collected and shared with them, following our specific instructions and never otherwise or for any other purpose. With these parties we have Data Processing Agreements in place that secure this.

Also, when you use External Monitoring via our Services, you as a PR-professional can share data with the specialist media monitoring organizations that we partner with. In this case, you will always have a separate contract with this particular organization.

Controllers – In case we are legally obliged to store (parts of) your personal data in our financial administration on behalf of the Tax Authorities, we will do so. The Tax Authorities will process this data according to their own policies. We will never share your personal data with other third parties unless we are legally required to do so.

9. Export of personal data outside of the European Union

We collaborate with partners within the European Union as much as we can, and we do not share more data than needed. We may transfer data to parties outside of the EU, in case a processor or controller is based there. In that case, we adhere to the relevant legislation (chapter 5 of the GDPR) for as much as we can. Apart from that we do not share your data with third parties, unless we are legally obliged to do so.

10. Third party websites

Sometimes our newsletter, blog, or a webpage accessible through our Website, refers to an external web address via a hyperlink. These may concern websites of partners, of companies or persons that contributed to our blog or the newsletter, or this may be websites of other third parties. We do not have any control over the content or links displayed on these websites and we can never be held responsible for the policies of websites to which our Website refers, or of websites that refer to our Website.

11. Changes in this Privacy Statement

We may change this Privacy Statement from time to time when needed. The new Privacy Statement is in effect, as soon as we place it on our Website. In case we change the contents of our Privacy Statement significantly, we will announce this and comment on the changes.

12. Your rights as a PR-professional and our contact details

Based on our processing of your personal data aligned with the GDPR, as a PR-professional you have the right to:

- Request us to change or update your personal data;
- Request us to erase your data from our files, without stating any reason;
- Request us to provide you with a copy of the personal data we processed of you. At your request, we can send your data to another data controller;
- Withdraw your consent to process your personal data, in case this processing was based on consent in the first place. This does not affect the legitimacy of the processing that happened before the withdrawal of your consent;
- File a complaint with us against the processing of your personal data;
- File a complaint with the Dutch authorities (“*Autoriteit Persoonsgegevens*”) in case you think we processed your personal data unrightfully.

Upon having received a request, we will make an effort to respond as soon as possible.

In order to execute these rights, you can contact us via info@smart.pr. Via this address, you can also send us any questions or remarks about how we handle your personal data, or about our Services in general. We do our best to get back to you as soon as possible, our team is happy to help.

We wish you all the best in your PR efforts!

Team Smart.pr