

# PRIVACY & COOKIES STATEMENT

## 1. Introduction

1.1 Below MSP Navigator and/or affiliates (hereinafter: "MSPN") will provide you with all necessary information regarding the collection of personal data in connection with the use of MSPN's online platform(s) and/or website(s) and/or services, including (i) the nature of the personal data collected, (ii) collection methods and (iii) processing purposes.

## 2. Definitions

2.1 The following wording(s) in this privacy & cookies statement (hereinafter: "Statement") shall have the meanings assigned to them below:

"MSPN": MSP Navigator B.V. having its registered office in Amsterdam, The Netherlands (Netherlands Chamber of Commerce Number: 76878856);

"Platform": MSPN's online platform(s) and/or website(s) regarding the Services;

"Services": online "Software-as-a-Service" (SaaS) and subscription based information services, more specific a (software) product comparison and review platform and/or website for (business) Users, including online intermediation services allowing Vendors to offer software products and related services to aforementioned business Users with a view to facilitating the initiating of direct and/or indirect transactions between those Vendors and (business) Users;

"User": IT managed service provider and/or IT reseller and/or other business entity;

"Vendor": an independent organization that develops, markets, and sells software and/or render services, including distributors selling software on behalf of a Vendor.

## 3. Applicability

3.1 This Statement shall apply when you use the Services and/or enter into an agreement with MSPN regarding the Services. Use of the Services represents your acceptance of this Statement.

3.2 This Statement shall not apply to third party websites such as User and/or Vendor websites. Please be advised that these third parties may have also implemented a privacy and cookies policy and/or statement.

## 4. Personal data / Collection methods

4.1 MSPN collects personal data when you:

- a) subscribe and/or register as a user of the Services (name and e-mail address);
- b) use the Services (IP-address for the purpose of online analytics);
- c) write a review (personal opinions);
- d) engage and/or start a chat with Users and/or Vendors via the Platform (personal conversations, which will be stored encrypted);
- e) are involved in a transaction with a Vendor via the Platform (transaction details).

## 5. Processing purposes

5.1 MSPN collects personal data for the following purposes:

- a) processing of 4 (a), (c), (d) and (e) above is necessary for the performance of the agreement regarding the Services;
- b) processing of 4 (b) above – more specific tracking online traffic on the Platform - will greatly benefit MSPN's improvement of the Services. After you have given consent MSPN may also use your personal data for the purpose of creating a personal profile regarding your browsing behaviour and/or your personal interest(s) and/or preferences. Please be advised to also read paragraph 10 of this Statement regarding cookies;
- c) to notify you about changes to the Services;
- d) for payment processing;
- e) to provide customer support;
- f) to provide you with news and/or special offers, unless you have opted not to receive such information;
- g) to conduct research and provide aggregated, anonymized reports about our general user community for Users and/or Vendors.

## 6. Duration

6.1 If the Services agreement is terminated, MSPN will delete all personal data it currently stores and which it has obtained from you within thirty (30) days, in such a way that the personal data will no longer be able to be used and/or will have been rendered inaccessible, unless continued storage is (i) obliged by law (for example the retention of business administration and transaction details) and/or (ii) necessary for the performance of contractual obligations towards other Users and/or Vendors (inter alia reviews and chats).

## 7. Security

7.1 MSPN will implement technical and organisational security measures. In implementing technical and organisational security measures, MSPN will take into account the state of the art and the costs of implementation, as well as the nature, scope, context and purposes of the processing operations and the intended use of its Services.

## 8. Transfer of data / Third parties

8.1 MSPN may share your personal data with affiliates or other online platform(s) in respect of whom MSPN developed cross-platform functionalities such as cross-platform chatbots. MSPN may also share your personal data with parties and/or subcontractors who process personal data on behalf of MSPN and/or under the authority of MSPN and/or on the basis of instructions of MSPN for the purpose of rendering and/or supporting the Services, including but not limited to Google, Pipedrive, Intercom, Airportal, Airtable, Firecase, Zapier, Drift, Zoom and Mailchimp. Where data processing is to be carried out on behalf of MSPN, MSPN ("Data Controller" in this respect) will conclude a data processing agreement with aforementioned parties ("Data Processor(s)" in this respect) in order to secure Data Processor(s) will implement appropriate technical and organisational measures required by EU law.

8.2 As regards data storage MSPN may instruct third parties who will store your personal data on servers located outside of the European Union. MSPN will only instruct such parties under the condition that (i) a third party is a member of the "U.S.-EU Privacy Shield Framework" and/or (ii) MSPN and a third party are able to enter into an agreement containing "Standard Contractual Clauses" to the extent the European Commission decided that these clauses offer sufficient safeguards on data protection for the personal data to be transferred internationally.

## 9. Data subject rights

9.1 You are entitled to the following data protection rights:

- a) the right to access, update or delete your personal data;
- b) the right of rectification if your personal data is inaccurate or incomplete;
- c) the right to object to MSPN's processing of your personal data;
- d) the right of to restrict the processing of your personal data;
- e) the right to be provided with a copy of your personal data in a structured, machine-readable format;
- f) the right to withdraw your consent at any time where MSPN relied on your consent to process your personal data;
- g) the right to complain to a Data Protection Authority about our collection and use of your personal data.

## 10. Cookies

10.1 MSPN uses cookies. A cookie is a small computer file placed on your device which collects personal data automatically. MSPN uses the following cookies:

- a) **Functionality:** MSPN uses these cookies to id, recognise and remember you and/or your preferences when you return to the Platform. For example: if you use the chat function and request an update to your conversation last week, MSPN will have a connection to the previous conversation. Functionality cookies can also reduce loading time on the Platform;
- b) **Analytics:** these cookies provide real-time statistics and analysis of user interaction with the Platform. It enables MSPN to analyse its visitors with the objective of interpreting and optimizing the Platform's performance. MSPN uses third party cookies from Google Analytics. MSPN uses Google Analytics in a privacy friendly way, in example i) MSPN will block the last three digits of your IP address and ii) MSPN does not share Google Analytics data with Google;
- c) **Tracking:** tracking cookies collect data that helps MSPN track conversions from advertisements, optimize advertisements, build targeted audiences for future advertisements and remarket to users who already use the Platform. MSPN uses third party cookie Facebook Pixel in this respect;

MSPN allows you to manage the use of cookies on its Platform. You can manually switch on or switch off the aforementioned cookies.

## 11. Miscellaneous

11.1 With prior notice MSPN reserves the right to modify the Statement at any given time. MSPN refers to below date and version indication. MSPN advises you to regularly check whether or not the Statement has been changed. Your continued use of the Services and/or the Platform following a notice of changes constitutes your acceptance of such changes.

11.2 To exercise the rights set out in paragraph 9 above, please submit a request to:

MSP Navigator B.V.  
Jan den Haenstraat 10A  
1055 WD Amsterdam  
The Netherlands  
[hello@msp-navigator.com](mailto:hello@msp-navigator.com)

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