



Business and Intellectual
Property Valuations

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Privacy statement

Introduction

If you are a customer of AN Valuations B.V. ("AN Valuations"), your personal data may be processed by AN Valuations. This happens, for example, if you enter into a contract with AN Valuations, or create or have an account created on one of our websites. We will handle your personal data legitimately and responsibly, in accordance with applicable laws and regulations.

In this Privacy Statement we describe who we are, how and for what purpose we process your personal data within AN Valuations, how you can exercise your privacy rights, and other relevant information.

We do our best to provide you with this information in a clear and comprehensible manner. However, if after reviewing this Privacy Statement you still have questions about our use of your personal information, you can contact us using the contact details at the bottom of this statement.

Finally, we would like to point out that we are constantly developing and improving AN Valuations. If this has any consequences for the way in which we process your personal data, this will be reflected in this Privacy Statement. It is therefore recommended that you regularly check this Privacy Statement for any changes. At the bottom of this document you will find the date on which the Privacy Statement was last amended.

Google Analytics

This website may use Google Analytics, a web analytics service provided by Google Inc. Google Analytics uses "cookies" (text files placed on your computer) to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) may be transferred to and stored by Google on servers in the United States. Google uses this information to keep track of how you use the website, to compile reports on website activity for website operators and to provide other services related to website activity and internet usage. Google may provide this information to third parties if Google is legally obliged to do so, or insofar as these third parties process the information on behalf of Google. By using this website, you consent to the processing of the information by Google in the manner and for the purposes described above.

Webshop payment data

Credit card and other personal information that you provide in the shopping cart in the webshop will not be stored by us in any way within the webshop. This information is only used to verify and authorize the payment. Pages requesting payment information are always protected by SSL (Secure Socket Layer) security.

Who are we?

Our contact details are:

AN Valuations B.V.
attn. Address registration
Rijnsburgerweg 10
2333 AA Leiden

If you would like to contact us, please use the contact details at the bottom of this document.

The person responsible for the protection of your personal data is placed with our Data Protection Officers (DPO). You can reach this via info@anvaluations.com

For what purpose do we process your personal data?

AN Valuations processes your personal data for the following purposes:

Order processing and fulfillment of a contract – We process your personal data to prepare, receive, process and fulfill your purchase agreement.

Administrative activities – We process your personal data for administrative and financial business activities, such as reporting and managing and processing invoices and collections.

Communications and Marketing – We process your personal data to provide customer service and support, to maintain our relationship with you, to conduct marketing activities, to make personalized offers and /or to provide you with information about our services.

Legal Purposes – We process your personal data to identify you, prevent fraud, conduct audits, initiate legal proceedings, ensure security within the company, and act in accordance with legal obligations.

We elaborate on these goals for you below:

Order processing and execution of an agreement

When you place an order with AN Valuations, it is necessary for us to collect and store your personal data in order to process and deliver your order, while keeping you informed about the processing status and – if necessary – to be able to process returns. For this reason, we need the contact details of you and your organization, depending on the nature and origin of the order.

We may disclose your personal information to a third party for the purpose of taking care of your order. Your personal information could potentially be shared with carriers in order to deliver the right shipment to the right place, or to collect returns from you.

In the event that an electronic payment method is used for the order, your data may be processed by a payment service provider. In that case, the payment service provider is responsible for processing your payment.

Legitimate basis: executing a (purchase) agreement

Administrative activities

Invoices and collection processing – After an order has been placed, AN Valuations or an affiliated company or business unit will send an invoice for it. AN Valuations also processes personal data if there are debtors with open or unpaid bills. Customers with outstanding items will enter an automated collections process and will receive regular payment reminders. For this purpose, personal data such as contact details, order data and company data will be processed.

Legitimate Basis: Legitimate Interest

Communications and Marketing

Customer relationship management – your relationship with AN Valuations is very important to us and for this reason we take every precaution to ensure that your details are correct and up to date. Customer relationship management also includes creating an agreement with you, or registering an account in our system. It also includes sharing your data with other AN Valuations departments or affiliates or business units to prepare order proposals or send invoices to the appropriate entity. For that purpose, we collect your contact details.

Legitimate basis: Performance of a contract, legitimate interest

Customer Service and Support – We want to be able to help you as quickly as possible when you contact us for support or make a complaint. In order to do that, we need to process your personal data in the form of notes. We use this information not only to solve your question but also to analyze and improve the quality of our services. For that purpose, we collect your contact details and your question or complaint. In specific cases, your file may be used for education and/or training purposes.

Legitimate basis: Performance of a contract

Marketing and promotional offers – are you already an AN Valuations customer, or have you previously indicated that you would like to receive our promotional offers? Existing customers can be added to a distribution list of recipients to whom (digital) catalogues, folders and/or brochures are sent. We may use your personal information to be able to send these offers and expressions.

Legitimate Basis: Consent, Legitimate Interest

Legal objectives

Customer data may be required to investigate, prevent or resolve cases of fraud. We may also be required to transfer your personal data to public authorities (such as the judiciary or the tax authorities) in cases where this proves necessary to comply with our legal obligations. If a customer refuses to meet his/her payment obligations, AN Valuations may provide the personal details of this customer to its legal aid facility to take legal action with the aim of effecting a payment.

Legitimate basis: Legal obligation

What personal data do we collect from you?

If you do business with AN Valuations we collect different categories of personal data from you:

Contact details (name, address, place of residence, e-mail, telephone number, fax number)

Company details (Company name, Address, Postal code, City, Chamber of Commerce registration number, VAT number)

Accounts (Username, UserID, Password(encrypted))

Order details (Date/Time, Item or Service and Quantity, Order Status, Order Amount, Sales Prices and Order Costs, Payment Terms and Transaction Details)

Marketing & communication data (Your opt-in/opt-out choices for direct marketing / personal offers, newsletters and the like) This data may differ per sales channel

Participation details (whether you are using a particular promotion) This data may differ per sales channel

Customer service data (registration of your contact with our customer service, including correspondence by e-mail or letter, and telephone calls)

Details about website usage (cookies and similar technologies)

On what legal grounds do we base the processing of your personal data?

In order to be legally valid, each of the processing of personal data must have a legal basis, as described in the General Data Protection Regulation (GDPR) (Algemene Verordening Gegevensbescherming). We process personal data associated with AN Valuations based on the following four legal bases:

1. To perform an agreement with your, or
2. For having to comply with a legal duty or regulation, or
3. For a legitimate interest pursued by us, or
4. Your express consent.

Performance of an agreement

We use your personal data which are necessary for the execution of the agreement with you. Without this information we would not be able to perform our obligations arising from the agreement. The processing of orders, contracts and services falls under this legal basis.

Legal obligation

We are required by law to process your personal data to comply with tax and other legal obligations.

Legitimate interest

We use your personal information for the following legitimate interests:

- To be able to maintain a sustainable relationship with you as a customer and to be able to offer you products and/or services (including through direct marketing)
- To be able to defend us during a possible legal process
- To improve the effectiveness of our services

We may use your personal information in anonymous form to understand how we can develop and improve a service, as well as for reporting purposes and general statistical and analytical purposes. If the circumstances so require, we may process personal data for the purpose of investigating or preventing fraud, or to fulfill legal obligations. Processing the personal data for these purposes therefore fulfills a legitimate purpose for us.

Permission

In those cases where the previous three legal bases do not apply, we will only use your data with your explicit consent.

Please note that you can withdraw your explicit consent at any time. You can read how to do this in the section 'Can I later withdraw the consent I have given?'

To whom do we provide your personal data?

We may provide your information to third parties in accordance with the provisions of this Privacy Statement and to the extent permitted by law. However, we will never share your personal information with third parties for their own marketing purposes without your consent.

Your personal information may be shared with the following categories of recipients:

Internal departments and other companies within our own group

We may share your personal information internally with other departments (such as accounts receivable) and with other entities within AN Valuations or its affiliates for the purpose of providing you with accurate information, providing products or services (including customer service), developing of new products and services, promotions and communications, and to prevent, detect and/or investigate possible illegal activities, violations of our terms and conditions, fraud and/or data security breaches.

Authorities

We may share your personal data with supervisory authorities such as the Tax Authorities, Customs, the police and other public authorities. We provide your personal information:

- To comply with a legal duty or court order; or
- If this is necessary to prevent, detect or prosecute criminal activities; or
- If this is necessary to enforce our policies, or to guarantee the rights and freedoms of others.

Business services companies (data processors)

We may use business service providers to help provide our services. These organizations can only act on our instructions and are contractually bound by us not to process the personal data provided for their own purposes.

Payment services

When you purchase a product, you may be asked to provide payment information. This data can be used directly by the payment service. The payment service provider is responsible for making your payment within the limits set by law.

Other

In certain cases we may provide your data to third parties. We specifically refer to third parties that are part of the companies affiliated with AN Valuations or companies that will become part of it and/or its legal successors, as a result of restructuring, merger or acquisition.

[Will your personal data be transferred to a location outside the European Union or the European Economic Area?](#)

Personal data of customers within the European Union or the European Economic Area will not be transferred to a location outside the European Union or the European Economic Area. Personal data of customers outside of the European Union or the European Economic Area may be transferred to a location outside the European Union or the European Economic Area.

[How do we store your personal data?](#)

Your personal data will be anonymized or deleted if it is no longer necessary for the purposes as stated in this privacy statement.

There are situations where certain elements of your personal data are stored on a secure server for a longer period of time due to legal obligations imposed by public institutions. We may also retain elements of your personal information on a secure server for our own legitimate purposes, such as fraud detection, handling potential disputes, or facilitating our contractual obligations with third parties such as our suppliers.

[How can you exercise your privacy rights \(personal rights of data subjects\)?](#)

At any time, you can request us to access, amend or delete the personal information we hold about you. You can also object to marketing activities directed to you or to the use of your personal data for profiling purposes, or to a general objection to processing of your personal data. You also have the right to ask us to transfer your data to a third party to be designated by you (data portability). These rights are also referred to as the 'personal rights of data subjects'.

If you want to exercise these rights, you can submit a request to us. Please use the contact details at the bottom of this Privacy Statement. Please note that we will ask for additional proof of your identity to prevent unauthorized persons from gaining access to your data.

If you no longer wish to use our direct marketing communications, you can let us know via the contact details at the bottom of this Privacy Statement.

Can I withdraw consent?

If you have given your consent, you can withdraw it at any time. Please note that this cannot be done retroactively, and that it may take some time before this change is incorporated in all our systems.

You can withdraw your consent to direct marketing digitally by clicking the 'unsubscribe' link at the bottom of any marketing email sent by us.

To withdraw permission for other activities, you can send us a written request via the contact details at the bottom of this Privacy Statement.

Can I make a complaint?

You can submit a complaint to our Data Protection Officers using the contact details at the bottom of this Privacy Statement. You can also submit a complaint to the Autoriteit Persoonsgegevens, Bezuidenhoutseweg 30, 2594 AV Den Haag, The Netherlands.

How can I contact AN Valuations?

If you have another question about the way in which we process your personal data, you can contact our privacy officer at info@anvaluations.com or by post to:

AN Valuations B.V.
Attn: Privacy Officer
Rijnsburgerweg 10
2333 AA Leiden
The Netherlands

When was the last update of this Privacy Statement?

This Privacy Statement has been in effect since 1 July 2021 and has not been updated.