



## Privacy Statement IM Makeup

IM Makeup, located at Orteliusstraat 182-2, 1057 BK Amsterdam, is responsible for processing personal data as outlined in this privacy statement.

**Contact Details:** Website: [www.im-makeup.nl](http://www.im-makeup.nl)

Address: Orteliusstraat 182-2, 1057 BK Amsterdam

Phone: +31(0)6-81339235

Email: [irena@im-makeup.nl](mailto:irena@im-makeup.nl)

Chamber of Commerce number: 51394413

Owner Irena Marmelstein is responsible for the data protection of IM Makeup. For questions regarding privacy and data protection, you can contact her at [irena@im-makeup.nl](mailto:irena@im-makeup.nl).

### Personal Data We Process

IM Makeup processes your personal data because you use our services and/or because you provide this data to us directly. Below is an overview of the personal data we process:

- First and last name
- Address details
- Phone number
- Email address
- Company name (for business clients)

### Special and/or Sensitive Personal Data We Process

Our website and services do not intend to collect special and/or sensitive personal data. This includes data about health, race, ethnic origin, sexual orientation, political opinions, genetic data, or biometric data. We only process personal data that is necessary for the execution of our services. If you believe we have accidentally collected special data, please contact us at [irena@im-makeup.nl](mailto:irena@im-makeup.nl), and we will delete this information.

### Purpose and Legal Basis for Processing Personal Data

IM Makeup processes your personal data for the following purposes:

- Execution of a contract (e.g., processing payments)

- Consent (e.g., sending a newsletter)
- Legal obligations (such as tax reporting)
- Legitimate interests (e.g., website analytics)

### **Automated Decision-Making**

IM Makeup does not make decisions based on automated processing that could have significant consequences for individuals. These are decisions made entirely by computer programs or systems without human intervention (e.g., by an IM Makeup employee).

Currently, IM Makeup uses Mailchimp to collect name and email data in order to send a free download or newsletter after obtaining consent via an opt-in system. Recipients can unsubscribe from the newsletter or communication at any time.

In the case of future automated decision-making, IM Makeup will always offer the possibility for human intervention and objection.

### **How Long We Retain Personal Data**

IM Makeup retains your personal data only for as long as necessary to fulfill the purposes for which the data was collected. We follow a retention period of seven years, which is also the period the tax authority requires, for the following categories of personal data:

- First and last name
- Address details
- Phone number
- Email address
- Company name (for business clients)

### **Sharing Personal Data with Third Parties**

IM Makeup only shares personal data with third parties if necessary for the execution of our agreement with you or to comply with a legal obligation.

### **Cookies and Similar Technologies We Use**

IM Makeup uses only technical and functional cookies, and analytical cookies that do not infringe on your privacy. A cookie is a small text file that is stored on your computer, tablet, or smartphone when you first visit this website. The cookies we use are necessary for the technical operation of the website and your ease of use. They ensure the website functions correctly and remember your preferences. We can also optimize our website using these cookies.

You can opt-out of cookies by adjusting your browser settings so that it no longer stores cookies. Additionally, you can delete all previously stored information through your browser's settings.

## **Accessing, Correcting, or Deleting Your Data**

You have the right to view, correct, or delete your personal data. You also have the right to withdraw any consent given for data processing or to object to the processing of your personal data by IM Makeup. Additionally, you have the right to data portability, which means you can request that we send your personal data in a computer file to you or another organization you specify.

You can send a request to access, correct, delete, transfer your personal data, or withdraw your consent or object to the processing of your personal data to [irena@im-makeup.nl](mailto:irena@im-makeup.nl). To ensure the request for access is from you, we ask that you send a copy of your identification along with the request. In this copy, please black out your photo, MRZ (machine-readable zone, the strip with numbers at the bottom of the passport), passport number, and Citizen Service Number (BSN) for privacy protection. We will respond to your request as quickly as possible, but within four weeks.

IM Makeup also wants to inform you that you have the option to file a complaint with the national supervisory authority, the Dutch Data Protection Authority. You can do so through the following link: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

## **How We Secure Your Personal Data**

IM Makeup takes the protection of your data seriously and implements appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure, and unauthorized alteration. If you believe that your data is not adequately secured or there are indications of misuse, please contact our customer service or email [irena@im-makeup.nl](mailto:irena@im-makeup.nl).

IM Makeup has implemented the following measures to secure your personal data:

- Security software, such as antivirus and firewall
- TLS (formerly SSL): We send your data via a secure internet connection, which you can see in the address bar as "https" and the padlock icon.