

Privacy Statement

For its business operations and the optimization thereof, ARS Traffic & Transport Technology B.V. (hereinafter "ARS") collects personal data. ARS guarantees that this personal data is collected and processed in accordance with privacy laws and regulations, including the General Data Protection Regulation.

This Privacy Statement describes which data is collected for which purposes, and how you can exercise your rights with regard to your personal data.

Website visit

ARS collects, processes and analyses data relating to customers and visitors to its websites and applications through the use of Google Analytics and so-called 'cookies'. Cookies are small text files that are automatically placed on your computer by the web page you visit. Through these cookies, ARS collects the following (anonymous) data: the domain name, the number of hits, the pages visited, previous/next sites visited and the duration of each visit.

Mobile app usage

Just like on the website, ARS measures the use of the various functional parts on an anonymous basis in its mobile apps.

Special personal data

ARS does not collect any special personal data (such as data related to political opinions, religious beliefs or your health) as defined in the GDPR.

Processing Targets

The registered data is primarily used for the execution of the services of ARS.

Privacy rights

The General Data Protection Regulation gives you a number of privacy rights:

- right of access: you have the right to inspect your personal data;
- right to rectification: you have the right to rectification of incorrect personal data concerning you;
- right to erasure: you have the right to have your personal data erased;
- right to restriction of processing: you have the right to restrict the processing of your personal data;
- right to data portability: you have the right to obtain the personal data that are processed in a structured, commonly used and machine-readable form;
- right to object: you have the right to object to the use of your personal data.

You can send your written requests to:

ARS Traffic & Transport Technology
attn. Data Protection Officer
Nassaulaan 25, 2514 JT The Hague
info@ars.nl

Security and retention periods

ARS has taken physical, technical and organizational measures for the protection of personal data, taking into account the state of technology, costs and nature of the personal data to be protected, the statutory retention periods are applied.

Amendments

This version of the Privacy Statement dates August 2022. ARS reserves the right to make changes to the Privacy Statement. However, this policy will never conflict with the requirements as set in legislation and regulations. The most recent version of the Privacy Statement is always displayed on ars-traffic.com.