



# Privacy Statement

Effective date: 14 August, 2020 (supersedes all prior Privacy Statements)

This is the unified privacy statement of Radio Design Labs, Inc., established in the U.S.A. at 659 6<sup>th</sup> St., Prescott, AZ 86301 and RDL Europe B.V., established in The Netherlands, 1114 AN Amsterdam-Duivendrecht, at Joan Muyskenweg 124 (hereinafter referred to as: RDL), [www.rdlnet.com](http://www.rdlnet.com)

## Applicability

This privacy statement is applicable to all privacy sensitive information or personal data provided to us, for example through a registration form or contact form. We attach great value to the privacy of our customers and their employees and therefore exercise the greatest care possible in dealing with and protecting personal data. We process data in conformity with the conditions set in the General Data Protection Regulation (GDPR). RDL is the data controller and therefore responsible within the meaning of the GDPR with regard to the processing of your personal data. This means that we are the only ones who determine which personal data will be processed, and for which purposes and in which manner this happens. In this privacy statement we describe this.

## Overview personal data

Below is an overview of the personal data processed by us:

- first and last name (if you specifically subscribe to our newsletter, technical updates or you initiate a secure e-mail to RDL through the RDL website)
- e-mail address (if you specifically subscribe to our newsletter, technical updates or you initiate a secure e-mail to RDL through the RDL website)
- country (if you specifically subscribe to our newsletter or technical updates)
- IP address of website visitors (technical requirement so RDL can serve webpages you select)
- company address (if you are a customer or the contact person of a customer)
- telephone number (if you are a customer or the contact person of a customer)
- company name (if you are the contact person of a customer)
- information to process orders (if you are a customer)
- any other information you send us

## Purpose and principles of personal data processing

Our processing is based on various legal grounds. If you subscribe to our newsletter, you give your explicit permission within the meaning of article 6 paragraph 1 sub a of the GDPR for the processing of your personal data for the purposes mentioned below. You can at all times revoke your permission. If however you do not provide specific information to us or do not give us permission to process such information, we may not be able to be of optimal service to you.

For the other types of processing, or if you have revoked such permission, the articles 6 paragraph 1 sub b, sub c and/or sub f of the GDPR may be applicable to the processing of your personal data. This means that your personal data can in that case be processed without your permission, provided that this is necessary for the performance of an agreement to which you are a party, due to a legal obligation applicable to us or for the representation of the legitimate interests of RDL.

We process your personal data for the following purposes:

- sending our newsletter and/or advertising brochure (if you have subscribed)
- to inform you about changes in our products or services (if you have subscribed to this service or if you are, or your company is, contracted with RDL as an authorized RDL dealer, distributor or representative)
- to process your or your company's orders, and to contact you about orders (if you order products as a natural person or are the contact person of a customer)
- to provide customer services with regard to past and future orders (if you are a customer or the contact person of a customer)
- to administer our accounts, to keep records, and to comply with our legal obligations, including with regard to tax reporting (if you are a customer or the contact person of a customer)
- in anonymized form: for market research and the optimisation of our services

All data you provide to RDL through the website is received on RDL's servers located in the U.S.A., except for any information related to the newsletter, which is stored on a third party's servers. Other data are stored on RDL's servers in the Netherlands for customers located in Europe, Middle East and Africa, and on RDL's servers in the U.S.A. for all other customers. We will store your personal data no longer than is strictly necessary in the context of the purposes for which we collect your data.

If you initiate a secure e-mail to RDL through a contact form on the RDL website, your message will be transmitted via e-mail to the RDL staff member designated to respond to your inquiry topic. You may choose to continue correspondence with RDL staff or not. E-mail addresses exchanged with RDL staff are not used by RDL for any marketing purpose such as newsletter subscriptions. If you wish to opt in to RDL newsletter or product updates, you must explicitly subscribe to those services.

## **Disclosure to third parties**

We have the right to disclose your personal data to third parties if this is compatible with the purposes mentioned above. Disclosure to third parties may be necessary for the performance of an agreement we have concluded with you, for the representation of a legitimate interest of ours, or in order to meet legal obligations that we have. In addition, we make use of the services of third parties, including a data hosting company, which process personal data on our behalf. We have entered into processing agreements with these companies in order to guarantee the same level of security and confidentiality. We remain responsible for such processing activities. Outside the aforementioned situations we will only disclose your personal data to other third parties after your explicit permission.

## **Cookies**

A cookie is a small text file that is stored on your computer, tablet or smartphone when you first visit a website. You can unsubscribe from cookies by adjusting the settings of your web browser in such a way that cookies are no longer stored. Next to that you can delete all previously stored information via the settings of your browser.

We use the following cookies:

- **Google Analytics:** Cookies of the American company Google are placed on this website, as part of the "Analytics" service. RDL uses this service in order to receive reports on the way the website is used and to be able to measure its quality and effectiveness. We use Google Analytics in the manner prescribed by the Autoriteit Persoonsgegevens (Dutch DPA) in order to qualify for the

exception under the Dutch Telecommunications Act, so that your prior permission for the use of Google Analytics is not required. More information about Google Analytics and/or methods to opt out may be found at [www.google.com](http://www.google.com).

- Functional cookies and Tracking cookies are not used by RDL. Accordingly, there are no processing operations requiring a response to a browser's DNT (do not track) signal or similar mechanism.

## **View, correct or delete data**

You have the right to access your personal data, and to request the rectification or erasure of your personal data. Next to that you have the right to revoke any permission you gave for the processing of data, and the right to object to the processing of your personal data. You have the right to data portability if digital personal data are processed by us either with your permission or for the performance of an agreement we have concluded with you. This means that you can submit a request, asking us to send the digital personal data we have stored about you in a readable computer file to you or an organisation indicated by you.

You can send requests to access, rectify, erase or transfer your personal data, a revocation of your permission, or an objection to the processing of your personal data to: [privacy\\_compliance@rdlnet.com](mailto:privacy_compliance@rdlnet.com)

To ensure that an access request was filed by you, we may ask you to send us a copy of your identity card to your request. Please make your passport photo, MRZ (machine readable zone, the lines with numbers at the bottom of the passport), passport number and identification numbers invisible. We ask you to do this in the context of your privacy. U.S. inquiries require valid government-issued identification to verify identity. We will respond to requests as quickly as possible and within four weeks at the latest.

We would also like to point out that users based in the EU have the possibility to lodge a complaint with their national data protection authority.

## **Contact**

We take the protection of your personal data seriously and will take appropriate measures to prevent abuse, loss, unauthorised access, unwanted disclosure and unauthorised changes. If you have the impression that your data are not protected adequately or if there are indications of misuse, please contact our customer service or send an e-mail to: [privacy\\_compliance@rdlnet.com](mailto:privacy_compliance@rdlnet.com)