

## Privacy Policy

(October 2018)

With this Privacy Policy (“Policy”) we, KOTRA (Korea Trade-Investment Promotion Agency) Amsterdam would like to inform you on the processing of personal data we collect and process when you browse our website and use the services offered on [www.koreatradecenter.nl](http://www.koreatradecenter.nl).

Below you will find information on how we collect and process your personal data, for which purposes, with whom it is shared and on the rights you may have as a data subject.

### 1. Controller

KOTRA (Korea Trade-Investment Promotion Agency) Amsterdam, Strawinskylaan 1253, 1077 XX Amsterdam, the Netherlands, Email: [info@koreatradecenter.nl](mailto:info@koreatradecenter.nl), Tel +31 20 754 61 93 (“KOTRA”, “we”, “our”, “us”) is the controller according to the General Data Protection Regulation (GDPR) as well as further applicable data protection laws. You can contact our data protection officer at:

Data Protection Officer

KOTRA (Korea Trade-Investment Promotion Agency) Amsterdam, Strawinskylaan 1253, 1077 XX Amsterdam, the Netherlands, Email: [josefine@koreatradecenter.nl](mailto:josefine@koreatradecenter.nl), Tel +31 20 754 61 93.

### 2. Processing of Personal Data / Purpose of Processing

#### 2.1 When Visiting our website

We collect and store information that your browser automatically transmits to us in "server log files". These are:

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

Such personal data will not be combined with data from other sources and does not allow us to identify a natural person as it is of a technical nature and purpose.

The legal basis for processing the above mentioned data is Art. 6 (1) (f) GDPR which allows the processing of data on prevailing legitimate interest. Our legitimate interest is to ensure unimpeded and trouble-free access to our website as well as the technical optimization of our services and user experience as well as securing our service.

## 2.2 When Contacting us

If you send us an e-mail or contact us otherwise, we process your personal data to reply to that request. In particular, if necessary or requested by you, we might also transfer personal data to third parties (e.g. another KOTRA branch). The legal basis for such a processing is Art. 6 (1) (b) GDPR (fulfilling a contract or quasi-contractual relationship) or Art. 6 (1) (f) GDPR (legitimate interests). Our legitimate interest can be seen in effectively communicating with you and to properly processing your request to your satisfaction.

## 2.3 When Subscribing to Our Newsletter/Information E-Mails

If you have declared your consent or we are otherwise permitted by law to include you in our mailings, we will send you our newsletter/information at irregular intervals to inform you on events such as *“trade shows, exhibitions, fairs for job seekers or companies, startup networking events and other activities such as trade missions or delegations in your region”* organized and held by KOTRA Headquarter (Seoul), KOTRA European Head Office (Frankfurt, Germany) or other KOTRA European branches in their respective regions.

You can unsubscribe from receiving our newsletter/information at any time by clicking on the corresponding link at the end of the respective e-mail, or by notifying us at any time with effect for the future by e-mail to [info@koreatradecenter.nl](mailto:info@koreatradecenter.nl).

The legal basis for sending the newsletter/information is Art. 6 (1) (a) GDPR (consent) or where we are permitted to send our newsletter/information based on statutory permission Art. 6 (1)(f) GDPR (legitimate interest of KOTRA to perform direct marketing).

## 3. **Cookies**

We use cookies on our website. Cookies are small textfiles which are stored automatically to your device. Cookies help us to ensure proper functionality of our website (session cookies). In particular, we are using cookies to count visitors to our website and to learn when a user has visited our website earlier. When doing so, the information provided through the cookie does not allow us to identify a specific user personally.

You can disable the use of cookies by configuring your browser accordingly. Please note that if you disable cookies, you may not be able to use all of our website's functions properly. In any case, such cookies are erased from your device automatically once you close your browser software.

Our use of cookies is based on our legitimate interests to analyse the traffic on our website, to identify unique visitors, track visitor's sessions and identify logged on site members, and to ensure proper functionality and is, thus, based on Art. 6 (1) f.) GDPR (legitimate interest).

You have the right to object, on grounds relating to your particular situation, at any time to the processing through cookies (please see for more details on your rights as a data subject below). To exercise this right you may also deactivate cookies in your browser settings.

**4. You have the right to object, on grounds relating to your particular situation, at any time to the processing through cookies (please see for more details on your rights as a data subject below). To exercise this right you may also deactivate cookies in your browser settings.**

**Data Transfer and Cross-Border Data Transfers**

If not otherwise stated, we transfer your data to third parties or locations outside of the European union as follows: We might transfer some of your personal data to our headquarter located in Seoul, Korea or to other KOTRA branches as far as this is necessary to fulfil our legitimate interests such as analysing and identifying potential to enhance our processes and administering our systems. In case that these reports include personal data, this is usually based on your prior consent (see section 2 above).

Data is also transferred to our website hoster Wix.com in Tel Aviv, Israel, that provides hosting and other technical services for the website used by our KOTRA office in Amsterdam. The legal basis for processing such data is Art. 6 (1) (f) GDPR (legitimate interests) or in cases where you consented to such a processing Art. 6 (1) (a) GDPR (consent).

Appropriate safeguards for data transfers to third countries are provided according to applicable laws.

**5. No requirement to provide personal data**

The provision of your personal data will generally be voluntarily and there is no statutory nor contractual obligation to provide your personal data. In general, we do not require the provision of your personal data when for example entering in a contract. Please note that in any event the non-provision of personal data might exclude you from using some of our services or parts thereof.

## 6. Data Retention

We strive to keep our processing activities with respect to your personal data as limited as possible. In the absence of specific retention periods set out in this Policy, your personal data will be retained only for as long as we need it to fulfil the purpose for which we have collected it and, if applicable, as long as required by statutory retention requirements. Cookies will be stored as described in this policy. Depending on the actual case further storage of your personal data can take up to 6 or 10 years as we might need to store personal data according to tax and commercial law. In case of consent, your personal data will be deleted without undue delay after withdrawal of such consent, subject to further storage obligations.

## 7. Your Rights

You have the right, at any time

- without giving reasons according to Art. 15 GDPR to obtain information about your data stored with us. With the exception of any connection fees charged by your provider, you will not incur any costs as a result of the enquiry;
- to have the data rectified in accordance with Art. 16 GDPR;
- to have the data erased in accordance with Art. 17 GDPR;
- to obtain from the controller restriction of processing in accordance with Art. 18 GDPR;
- to object to the processing according to Art. 21 GDPR;
- to withdraw any consent to the processing of data given to us at any time, without affecting the lawfulness of processing based on consent before its withdrawal in accordance with Art. 7 (3) GDPR; the processing according to other legal bases remains reserved;
- to receive your personal data in a machine-readable format and to transmit them to another person responsible in accordance with Art. 20 GDPR;
- lodge a complaint with a supervisory authority in accordance with Art. 77 GDPR, without prejudice to any other administrative or judicial remedy.

## 8. Contact

If you have any questions or if you require further information on particular issues, please do not hesitate to contact us at any time. You can reach us as follows under the above address or by writing an e-mail to our Data Protection Officer ([josefine@koreatradecenter.nl](mailto:josefine@koreatradecenter.nl)).