

Data Privacy Policy

Making Sense Consulting commits to respecting the privacy of our contacts and protecting their personal data. In compliance with the EU General Data Protection Regulation (GDPR), this policy sets out how the personal data you provide to us, and the system information we collect from you will be processed. Please read the following carefully to understand our practices related to your personal data.

1. Personal Information we may collect from you and why

“Personal Information” is information that identifies you as an individual or relates to an identifiable person.

We collect Personal Information and keep it up to date for:

- Contact purposes – to answer and follow-up your requests;
- Communication purposes - to raise awareness about our services;
- Recruitment and partnerships purposes.

Making Sense Consulting collects Personal Information that you provide, such as your name, company name, email address, phone number, and in some instances postal address. For invoicing purposes, we will also collect bank or billing information if you become a customer.

By submitting Personal Information relating to other people, you confirm that you have the authority to do so and that they consent with the use of their Personal Information in accordance with this Data Privacy Policy.

2. How we collect personal information

Personal Information is collected when you

- Contact us by email, phone or when you complete the contact form on our website;
- Meet us face to face.

3. How we process and store Personal Information

Making Sense Consulting is committed to protecting your Personal Information, we collect only the Personal Information needed to interact with you or that we are required to collect by law and we take all the relevant protection measures.

We keep all Personal Information related to a financial transaction, securely saved in our accounting and contact database, for as long as we have an active relationship and thereafter, for as long as we are legally held to keep this information for auditing purposes. Commercial contacts that have not materialised and are no longer active will be kept for one year for follow-up.

Personal Information collected in the context of partnerships will be kept on our internal network drive for one year for follow-up.

When you connect with us on social networks, we do not collect any of your Personal Information through these networks as we use these networks solely for sharing information and communication material.

4. System information we may collect from you and how we use it

Making Sense Consulting may collect information about your computer or device, including your IP address, operating system and browser type, for system administration as statistical data. This statistical data helps us to enhance your browsing experience, understand browsing actions and patterns (on our website exclusively), and analyse online campaigns' effectiveness.

Directly, and through Google Analytics, Making Sense Consulting uses cookies, and other, similar, technologies to collect system information. A cookie is a small file placed on your computer's hard drive, which helps identifying your computer as you view different pages on our website.

5. How you can control and restrict the use of your system information

Set your web browser to inform you when cookies are being set before a cookie is stored and refuse any request to set cookies from Making Sense (for past activity, erase all Making Sense cookies from your hard drive). Please note, however, that if you choose to reject or erase cookies, your ability to navigate our website may be limited.

You can learn about Google's privacy policies by going to the following [Google link](#), and you can opt out of Google Analytics by downloading the Google Analytics opt-out browser add-on, available [here](#)).

6. Third party disclaimer

We are only responsible for the Personal Information we collect. We do not transfer data to third parties.

This Privacy Policy does not address, and we cannot be held liable, for the data protection practices of any third parties, including social networks, third parties operating our tools and website, or third parties to which the website links.

7. Questions and Data Subject Access Requests

Making Sense Consulting may, from time to time, adapt this policy. If important modifications are brought to this policy or to the way in which we process your Personal Information, we will clearly indicate this on our website or by electronic mail to allow you to examine said modifications.

Should you have any questions about this policy or about the Personal Information we hold about you, or if you would like to modify the Personal Information you have previously provided us, please email dataprivacy@making-sense.be

This policy was last updated on the 13rd of November 2018.