How CX Company handles your data.
Last updated 24-05-2018

1. Introduction

At CX Company we recognize the importance of protecting your personal information and are committed to processing it responsibly and in compliance with applicable data protection laws. This privacy statement explains what personal data we collect from you, through our interactions with you and through our products, and how we use that data. It also stipulates your rights and how you can contact us in case you feel the need to enforce your rights.

2. Which Data We Collect

We collect data to operate effectively, to uphold security and to provide you with the best experiences with our products.

2.1 Registration

When you wish to receive information, download publications, enroll for a live or virtual event or request a trial, we may ask you to provide your name and business contact information, as well as other information in connection with your request. We use this information in connection with your request and to communicate with you. This information may also identify you when you visit our websites. We will retain your information for potential future interactions with you.

2.2 General Website Visits and Usage of Our Services

In general, we may collect information relating to your use of our websites, our presence on social media and our online services through the use of various technologies.
For example, when you visit our websites or access our online services, we may log certain information that your browser sends us, such as your IP address (including information deriving from your IP address such as your geographic location), browser type, version and language, access time, duration of access,

and referring website addresses; we may also collect information about the pages you view within our sites, the time you spent on each site and other actions you take while visiting our website. From our client's, we handle credentials and similar security information used for authentication and account access to our services.

We also collect information you provide to us and the content of messages you send to us, such as feedback and product reviews you write, or questions and information you provide for customer support. When you contact us, such as for customer support, chat sessions with our representatives may be monitored and recorded.

2.3. Use Of Our Services Via Our Clients

When using our services indirectly, through our clients, data collection and gathering is governed by agreements and could differ from above mentioned statements. For questions, you should contact the respective client organization.

3. Specifics on Cookies

As already mentioned, we may collect information relating to your use of our websites and services. One of the techniques for this is by using cookies which are small pieces of information sent to, and stored on, your computer by your browser.

We use cookies which are necessary for a secure and correct functioning website (i.e. security, authentication information, storing of preferences and settings). We also use cookies for gathering website statistics to gain insights on the usage of our website; these data are anonymized and never shared with others. We might use other types of cookies but before we are allowed to use them we will provide you with the ability to provide consent. Independent on the type of cookie, we always do our utmost best to protect your data.

CXCompany & Cookies..

This website uses cookies so that we can provide you with the best user experience. Without some of these cookies, the website simply would not work. We call them necessary cookies.

We use some cookies to create anonymous statistics over what pages are popular and less popular at our website. This information enables us to improve the website for all visitors without storing personal data. By using our website you accept the use of these cookies.

We also use marketing cookies to deliver you relevant messages and offers, such as a whitepaper download or a webinar invitation. If you continue without changing your settings we will assume that you are happy to receive marketing cookies on cxcompany.com. However, if you do not want to allow cookies then please manage this by clicking here.

For more information on how we use your data please read the Privacy Policy.

Cookies are small text files that can be used by websites to make a user's experience more efficient.

The law states that we can store cookies on your device if they are strictly necessary for the operation of this site. For all other types of cookies we need your permission.

This site uses different types of cookies. Some cookies are placed by third party services that appear on our pages.

Your consent applies to the following domains: www.cxcompany.com
Your current state: Allow all cookies (Necessary, Preferences, Statistics, Marketing).
Change your consent | Withdraw your consent

Cookie declaration last updated on 24/04/2018 by Cookiebot:

Necessary (8)

Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.

Name	Provider	Purpose	Expiry	Type
__cfduid [x6]	addtoany.com blog.cxcompany.com hs-analytics.net hs-scripts.com hubspot.com medium.com	Used by the content network, Cloudflare, to identify trusted web traffic.	1 year	HTTP Cookie
CookieConsent	cxcompany.com	Stores the user's cookie consent state for the current domain	1 year	HTTP Cookie
JSESSIONID	nr-data.net	Preserves users states across page requests.	Session	HTTP Cookie

Preferences (1)

Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.

Name	Provider	Purpose	Expiry	Type
lang	ads.linkedin.com	Remembers the user's selected language version of a website	Session	HTTP Cookie

Statistics (4)

Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.

Name	Provider	Purpose	Expiry	Type
_ga	cxcompany.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years	HTTP Cookie
_gat	cxcompany.com	Used by Google Analytics to throttle request rate	Session	HTTP Cookie
_gid	cxcompany.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Session	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
vuid	vimeo.com	Collects data on the user's visits to the website, such as which pages have been read.	2 years	HTTP Cookie

Marketing (23)

Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers.

Name	Provider	Purpose	Expiry	Type
__hssc	cxcompany.com	Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and	Session	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		understand their target groups to enable customised online advertising.		
__hssrc	cxcompany.com	Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.	Session	HTTP Cookie
__hstc	cxcompany.com	Collects anonymous statistical data related to the user's website visits, such as the number of visits, average time spent on the website and what pages have been	2 years	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		loaded. The purpose is to segment the website's users according to factors such as demographics and geographical location, in order to enable media and marketing agencies to structure and understand their target groups to enable customised online advertising.		
__ptq.gif	hubspot.com	Sends data to the marketing platform Hubspot about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Pixel Tracker
bcookie	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 years	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
bscookie	linkedin.com	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	2 years	HTTP Cookie
collect	google-analytics.com	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session	Pixel Tracker
guest_id	twitter.com	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and which pages have been loaded, with the purpose of personalising and improving the Twitter service.	2 years	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
hsfirstvisit	cxcompany.com	Used by the marketing platform Hubspot to determine if it is the users's first visit to the website.	Session	HTTP Cookie
hubspotutk	cxcompany.com	Keeps track of a visitor's identity. This cookie is passed to the marketing platform HubSpot on form submission and used when de-duplicating contacts.	10 years	HTTP Cookie
id	yieldlab.net	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	1 year	HTTP Cookie
IDE	doubleclick.net	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the	1 year	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		efficacy of an ad and to present targeted ads to the user.		
khaos	rubiconproject.com	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.	1 year	HTTP Cookie
KRTBCOOKIE_#	pubmatic.com	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	3 months	HTTP Cookie
lidc	linkedin.com	Used by the social networking service, LinkedIn, for	Session	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		tracking the use of embedded services.		
PREF	youtube.com	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.	8 months	HTTP Cookie
PUBMDCID	pubmatic.com	Registers a unique ID that identifies the user's device during return visits across websites that use the same ad network. The ID is used to allow targeted ads.	3 months	HTTP Cookie
put_#	rubiconproject.com	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on	29 days	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
		websites that use the same ad network.		
rpb	rubiconproject.com	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.	29 days	HTTP Cookie
test_cookie	doubleclick.net	Used to check if the user's browser supports cookies.	Session	HTTP Cookie
uvc	addtoany.com	Updates the counter for the website's social sharing features.	Session	HTTP Cookie

Name	Provider	Purpose	Expiry	Type
VISITOR_INFO1_LIVE	youtube.com	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.	179 days	HTTP Cookie
YSC	youtube.com	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.	Session	HTTP Cookie

Google Analytics

We use Google Analytics and have taken the following measures regarding the protection of personal data:

- Data collection is disabled
- Sharing data with Google is disabled on property level
- We have an accepted GDPR contract with Google Analytics
- Google Analytics cookies are not used in conjunction with other Google services.

Furthermore, it is possible on our website to completely disable Google Analytics. No (anonymous) analytical data is then stored by you. You can read how to do this under chapter 3.

4. How We Use Personal Data

We use the data we collect for the following purposes:
Provision of our services; We use data to provide and improve the products we offer and perform essential business operations. This includes operating our

services, maintaining and improving the performance of the services, protecting our and our clients' data, developing new features, conducting research, and providing customer support.

Communication; We use data we collect to communicate with you and personalize our communications with you. For example, we may contact you by phone or e-mail or other means to provide information on your contracts, your projects, customer service requests or to ask you for feedback. Additionally, you can request information on our services, sign up for events or to receive promotional communication. Whenever appropriate we will provide you with the option to manage your communication preferences.

5. Reasons We Share Personal Data

We share your personal data with your consent or as necessary to complete any transaction or provide any service you have requested or authorized. We also share data:

- with vendors working on our behalf,
- when required by law or to respond to legal process,
- to maintain the security of our products,
- to protect our clients and their customers,
- to protect our own rights or properties.

6. How We Protect Your Data

To prove our efforts in providing appropriate security we are in the process of achieving ISO 27001 certification. This is a framework that focuses on having and maintaining appropriate security controls to guarantee confidentiality, integrity and availability of data throughout the organization.

We also have taken the necessary actions to be compliant to the new European Data Protection Regulation (GDPR); we appointed a Data Protection Officer, we adjusted or created processes to accommodate the new rights of data subjects, we entered into agreements with clients and suppliers to guarantee compliance through the whole supply chain. All sensitive data is stored and handled in the EU by approved suppliers and we don't keep data longer than necessary.

7. How To Control Your Data

According to the European Data Protection Regulation (GDPR) you have the right to control your data. This includes the right to access, rectification, erasure and restriction of processing. To contact us with regards to using these rights, please send an e-mail to security@cxcompany.com. For consumers using our products via our clients' websites and services, we ask you to please contact our respective client.

If you do not wish to receive marketing communication anymore then also please send an e-mail to security@cxcompany.com or use the unsubscribe option in our marketing communication.

8. Changes To This Privacy Statement

From time to time we may update this Privacy Policy. When making changes to this Privacy Statement, we will add a new date at the top of this Privacy Policy and inform you of these changes.

9. How to Contact Us

For specific questions regarding subjects in this policy, please send an e-mail to security@cxcompany.com. For general questions, please contact on our offices or right an e-mail to info@cxcompany.com.

Dutch Law

Owner manages this website in the Netherlands. Any form of judicial discord is subject to Dutch law and will be submitted to the district court in Maastricht.