



Privacy statement PICS

About the privacy statement of PICS

PICS attaches great importance to your privacy. All privacy related data that we process is covered by this privacy statement. The processing of this personal data takes place with the greatest possible care and with due observance of the European General Data Protection Regulation (GDPR), as well as current national laws and regulations at the time of processing. Provided data will only be used for the purposes described in this statement.

Who are we

PICS, located at Borneostraat 4W, 1094 CJ, in Amsterdam with Chamber of Commerce number 90081854, is responsible for the processing of personal data as shown in this privacy statement. PICS is a photographic company founded in 2005.

Sam Huibers is the PICS contact person. He can be reached via sam.huibers@picsonline.nl and by phone at +31 681871730.

Personal data that we process

We process the following personal data:

- Customers and applicants for quotations: contact details, including for accessibility, issuing quotations and invoicing, including name, address, email, telephone number.
- Newsletter subscribers: email address.
- Interested parties who fill in contact details on the contact form of our website: name, email address and telephone number.

For what purpose and on which basis do we process personal data

PICS only processes the personal data if:

- The person whose data it concerns has given permission for this;
- The processing is necessary for the performance of an agreement that PICS has concluded with the person concerned.
- PICS must comply with a legal obligation.
- There is a legitimate interest, which also includes bringing the products and services of PICS to the attention of the person concerned.

We process your personal data because you use our services and/or because you have provided your personal data to us.

PICS can use visual material made during assignments for its own promotional purposes, including placing photos on PICS's websites, in the portfolio of PICS's company profiles on other websites such as sites to get assignments and social media channels of PICS. If you prefer to keep your photos private, you have the right to request PICS not to use your photos for promotional purposes and PICS will always honour this request.

Store data

PICS keeps your personal data confidential. PICS does not sell your information to third parties and will only provide it if this is necessary for the provision of our services. PICS only works with reputable companies and software suppliers who handle data privacy with care and with systems that have robust privacy settings.

We conclude a data processing agreement with companies that process your data on our behalf to ensure the same level of security and confidentiality of your data. To keep systems and information reliable, a number of PICS suppliers have access to its systems, mainly to provide technical support. PICS has a hosting support contract that includes upgrades, including new security features.

PICS uses a professional CRM system HubSpot in which your data is securely stored. By default, the AVG privacy settings are enabled to ensure the privacy of your data in HubSpot.

PICS stores a backup of images commissioned by customers on its servers and in the iCloud of Apple Inc. and Adobe Creative Cloud. PICS has copyright on this material and can use it for its own purposes.

Customer sites with photos on PICS' account on the website of supplier PicturePresent based in Rotterdam are secured by default with a unique access code, unless that it has been agreed to make them publicly accessible. A customer site is online for two months and after that, the photos will be deleted automatically, unless it is extended at the request of the customer against payment.

Based on a legal obligation, PICS uses the fiscal retention period of 7 years for its digital administration. PICS has made guarantees that the data will remain available during this period.

View, modify or delete data

You have the right to view, correct or delete your personal data. Photos will be removed from PICS' public media upon request. You also have the right to withdraw your consent to data processing and you have the right to data portability. This means that you can submit a request to us to send you the personal data we hold about you.

You can send a request for access, correction, deletion, data transfer of your personal data or request for removal of your photos from public media of PICS to info@picsonline.nl. We will respond as quickly as possible and will execute your request within a week.

Signed contracts about the use of photos in the context of, for example, portrait rights, such as a model release and/or quit claim, are in principle excluded from the right to withdraw permission.

If you have any questions about our working method, this privacy statement or a complaint, please contact Sam Huibers, owner of PICS, directly (see contact details above). PICS will then immediately handle it and ensure an adequate solution.

How we secure personal data

PICS takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised changes.

Users of the PICS services are advised, however, that it is impossible to completely exclude any unauthorised use and any accidental loss of data. PICS accepts no liability if, despite the reasonable measures taken, data is still lost or used by unauthorised persons.

If you feel that your data is not properly secured or there are indications of abuse, please contact Sam Huibers (see contact details above).

Cookies, or similar techniques, that we use

PICS only uses technical, functional and analytical cookies that do not infringe your privacy. The cookies we use are necessary for the technical operation of the website and your ease of use. They ensure that the website works properly and, for example, remember your preferred settings. We can also use this to optimise our website. You can opt out of cookies by setting your internet browser so that it no longer stores cookies. You will also receive a message in the browser with which you can accept or reject the use of cookies. In addition, you can also delete all information previously saved via the settings of your browser.

For newsletters, e-mails with marketing offers and information about services and products, PICS can see whether the information has been received, opened and which links have been consulted. PICS never uses this information to make individual analyses and make personal offers, but only to ensure that information is relevant to newsletter subscribers in future mailing campaigns. If these e-mails repeatedly do not arrive or are not opened, your e-mail address will also be automatically removed from the mailing list by the CRM system. You can also unsubscribe from these messages at any time. In every newsletter, marketing offer and e-mail about services and products there is a link at the bottom to unsubscribe. You can also send an unsubscribe request to info@picsonline.nl.

In e-mails that we send you with offers in the context of quotes requested by yourself, the data provided is stored in order to make an offer and/or to be able to issue a quote. PICS can then subsequently see in its CRM system whether you have received the e-mail, opened it and which links you may have clicked on. PICS only uses this information to ensure that you have actually received the requested information in good order and to keep the information as relevant as possible for its future potential customers. At the bottom of these emails is a link that allows you to indicate your communication preferences, including unsubscribing from future emails as part of the offering process. PICS does not automatically include your e-mail provided for requesting offers, quotes and information in its newsletter file, unless you have requested it on the PICS website and have given explicit permission to receive PICS newsletters and other e-mail campaigns.

We send customers the newsletter several times a year with updates about our services, offers and information about PICS services and products. The customer is informed about this in advance and then has the option to indicate that they do not want to receive this information. Each email also contains a link at the bottom to unsubscribe from the mailing list.

Changes to privacy regulations

PICS will review the privacy policy from time to time to check whether this policy is still up to date and may periodically make changes to its privacy statement. The most current privacy statement can be viewed at all times on the PICS website, www.picsonline.nl.