



## PRIVACY STATEMENT

The Ronald McDonald Children's Fund, together with the Ronald McDonald Houses, Living Rooms and holiday homes, ensures that families can stay close to their sick or care-intensive child.

The Ronald McDonald Children's Fund Foundation has its registered office in Amsterdam and is listed in the Chamber of Commerce register under number 41205545. The Children's Fund has its offices at: Stationsplein 13, 3818 LE Amersfoort, and has RSIN number 008057709. The Children's Fund is the Data Controller within the meaning of the General Data Protection Regulation (GDPR): The Children's Fund itself determines the purposes and means of processing your data.

### Processing of personal data

You are important. As a guest, donor, volunteer, sponsor, gift giver, symposium attendee, HomeRider, HomeRunner or HomeWalker. We process your personal data in accordance with the GDPR and other privacy-related laws and regulations. We use your personal data to achieve our objectives. We carry out (internal) analyses to improve our processes, develop services, promote the interests of our business relationships and conduct market research.

We are extremely careful with your data and do everything in our power to prevent misuse of these data. We will only register the necessary data, depending on the activity for which you are registering. For example, if you register as a donor, we process personal data such as name, address, place of residence, email address, gender, payment details and telephone number.

### Application of privacy statement

This privacy statement applies to the use of personal data by the Children's Fund and websites operated by the Children's Fund. This privacy statement is part of our websites as indicated on [kinderfonds.nl/disclaimer](http://kinderfonds.nl/disclaimer).

### Tailored information

Subscribers receive the magazine [t]Huis four times a year. This serves to keep you involved with the Ronald McDonald Houses, Living Rooms and holiday homes. You can unsubscribe from this magazine at any time. You will only receive digital newsletters if you have given permission. Every digital newsletter contains a link that allows you to unsubscribe at any time.

### Security of personal data

We have taken appropriate technical and organisational measures to ensure that your data are properly protected. We have adopted an information security policy and store data in a secure environment.

### Retention periods

We do not keep personal data longer than necessary for the proper performance of our services. In doing so, we will, in any case, observe the statutory retention periods.

### Rights

You have the right to request access to or correction or removal of your personal data.

Stationsplein 13  
3818 LE Amersfoort  
Postbus 1096  
3800 BB Amersfoort  
088 221 90 00  
[info@kinderfonds.nl](mailto:info@kinderfonds.nl)  
NL61 RABO 0393 2000 00  
KvK: 41205545  
btw: NL008057709B01  
[kinderfonds.nl](http://kinderfonds.nl)

You also have the right to object. This means that you can oppose the Children's Fund's use of your data for our campaigns or other use of your data due to personal circumstances on your part.

Such a request can be made by sending an email to [service@kinderfonds.nl](mailto:service@kinderfonds.nl). If you have any questions about this, you can also call +31 (0)088-2219000. We can only process this request if we can establish your identity and if you have not made a similar request within the past 6 months.

You also have the right to submit a complaint to the Data Protection Authority about the use of your personal data by the Children's Fund.

### **Exchange of data**

We use third-party services to process your data in accordance with this privacy statement. We have concluded processing agreements with these third parties, which include the stipulation that they will only process the personal data on our behalf and that they offer sufficient safeguards with regard to technical and organisational security. We guarantee that we will not sell or rent out personal or other data to any third parties or make them commercially available in any other way.

### **Cookies**

Our website uses cookies. Cookies are small text files that can be used by websites to make user experiences more efficient. By law, we are allowed to store cookies on your device if they are strictly necessary for the use or operation of the site. Necessary cookies help make our website more usable by enabling basic functions such as page navigation and access to secure areas of the website. For all other types of cookies, such as preference and marketing cookies, we need your permission. We ask this permission when you visit our website. Our cookie statement gives you an overview of the different types of cookies and their purpose. Here you can also adjust your permission, if desired.

On our website you can share content, such as news articles and stories, on your personal social media accounts by using the social share buttons. You can also play YouTube videos directly on our site. Because we provide these social media features, we share information about the use of our site with social media partners who may use it for advertising purposes.

Google Analytics collects data on visitor behaviour on all websites operated by the Children's Fund in a fully anonymised form. This allows us to see how our website visitors use the website. We use this information for the design of our website. We also use this information to optimise the operation of the website in order to provide you with better service. To enable careful processing, we have taken a number of measures, including the following:

- The data we collect in Google Analytics is anonymised and encrypted;
- We have turned off all options offered by Google to 'share data with Google';
- We do not use other Google services in conjunction with the Google Analytics cookies.
- If you do not want your anonymised data to be sent to Analytics, you can use the Google Analytics Opt-out Browser Add-on.

### **Changes to privacy statement**

We reserve the right to make changes to this privacy statement. If you consult this statement regularly, you will remain aware of these changes.

### **Contact**

If you have questions about the Ronald McDonald Children's Fund privacy statement, please call +31 (0)88-2219000 or send an email to [service@kinderfonds.nl](mailto:service@kinderfonds.nl).

