



Smart Office

Privacy statement



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1. Introduction to Smart Office Privacy Statement

We are Smart Office, a concept of Merin Management B.V. (**Merin**), located in Amsterdam at Hogehilweg 8 and registered in the trade register of the Chamber of Commerce under number 34183271. Merin is therefore the controller for the processing of your personal data in the context of Smart Office. When we refer to Smart Office in this privacy statement, we in fact mean Merin. For more information about how Merin handles personal data, we refer to its privacy statement, which can be found at <https://smart-office.nl/privacy>. Information about the processing of your personal data in the context of the Smart Office website can be found in this Smart Office privacy statement.

We are aware that you have confidence in us. We therefore see it as our responsibility to protect your privacy. On this page we will let you know what information we collect when you use our website, why we collect this information and how we use it to improve your user experience. This way you will understand exactly how we work.

Smart Office respects the privacy of all users of its website and ensures that the personal information you provide to us is treated confidentially. From time to time it may be necessary to change this privacy statement. The most recent version of our privacy statement is also available on <https://smart-office.nl/privacy>

All articles in this privacy statement have been drawn up with the applicable [General Data Protection Regulation](#) (the GDPR) in mind. This European privacy legislation has been applicable in the Netherlands and the other EU member states **since 25 May 2018**.

For the sake of completeness: this privacy statement does not apply to employees of Merin or applicants. The internal privacy statement or 'the privacy statement for applicants' applies to them.

Do you have doubts or questions about the processing of data by Smart Office? Please feel free to contact us using the details below.

privacy@merin.nl

Hogehilweg 8 | 1101 CC | Amsterdam

Mailbox 94186 | 1090 GD | Amsterdam

Chamber of Commerce no. 34183271

To reinforce our transparent working method, we have appointed a Data Protection Officers (DPO). Our DPO: Weroen Ramautar, can be reached via privacy@merin.nl.



2. Categories of personal data

In order to provide our visitors, customers and partners with the best possible support, it is necessary for us to collect and process certain data, including personal data. Personal data is data that can be traced back to a natural person. The personal data that we (generally) process are:

- First and last name;
- (Company) Address;
- Bank details;
- (Personal) E-mail address (note: on the basis of the GDPR, certain company e-mail addresses may be regarded as a personal e-mail address). Think an e-mail address like janssen@bedrijf.nl).

In the context of Smart-Office we use personal data that we have collected through [our website](#). We only process and store data that has been provided to us directly, or of which it has been unambiguously indicated that they are provided for processing by Smart Office.

3. Basis and purposes for data processing

Under the GDPR legislation, we are obliged to have legitimate grounds for processing personal data. In the case of Smart Office, these principles can (in a general sense) be defined as follows: they relate to the processing of personal data based on consent, the performance of an agreement or to comply with a legal obligation.

Also, in accordance with the GDPR, we clearly describe for which *'processing purposes'* the personal data are intended. **What exactly are 'processing purposes'?** These are the purposes, also known as the reasons, for which personal data is collected.

Below we indicate for which processing purposes Smart Office collects your personal data. We always explain the data used for this purpose and what the legal basis is. The retention periods of this data are subsequently described **under 4, Period of storage**.

For the sake of completeness: When you provide us with personal data from someone other than yourself, for example from the legal representative of the company you work for or from colleagues, we request that you provide that person with a copy of this privacy statement before submitting his/her personal data to Smart Office.

Below, **the processing goals** are always listed under a category. Do you have direct questions about the processing goals? Please contact us via privacy@merin.nl.

1. Rental agreement

Personal data: name, address, contact details, payment details, including your bank account number, location and other details of the rented object (which space(s), rental period, rental amount), description of any services you purchase, your digital signature, personal data included in correspondence with us.

Purpose: to establish and implement the online rental agreement, administration in that regard and in the context of handling any disputes, questions, complaints or other communication regarding the agreement.

Basis: execution of the lease, legal (storage and administration) obligations.



2. Chat function

Personal data: name, IP address, personal data that you provide to us in your messages. When responding via chat, we see a code (no name) and the message that the person in question has left.

Purpose: communication, handling of disputes, questions, comments or complaints that you share with us via the chat, administration in that regard.

Basis: our legitimate interest (to be able to communicate with you and to answer your questions, comments or complaints).

3. 'My Profile': Available on the Smart Office website

Personal data: email address, password, data that you provide to us when registering, namely: company name, industry, Chamber of Commerce number, name, telephone number, e-mail, IBAN data and contractual rental conditions.

Purpose: to enable you to arrange certain matters via 'My Profile', namely: the signed agreement, in the context of communication, handling of disputes and administration.

Basis: our legitimate interest (to be able to communicate with you and to handle and administer your requests via My Profile).

4. Online Reservation System

Personal data: company name, first name, last name, street and house number, zip code, city, country, telephone number, email address, information about payments (including your bank account number) and about your reservations the location, time and duration.

Purpose: To enable you to view meeting rooms, check availability and make reservations. To be able to communicate with you in that regard and in the context of communication, handling of any disputes and for administration purposes.

Basis: our legitimate interest (to be able to communicate with you and to process and administer your reservation requests) and to establish and implement the reservation agreement.

5. Contact

Personal data: your name, email address, telephone number and any personal data that you provide us with, in your message.

Purpose: communication, handling of disputes, questions, comments or complaints that you share with us, and administration in that regard.

Basis: our legitimate interest (to be able to communicate with you and to answer and administer your questions, comments or complaints).

6. Brochure

Personal data: your name, email address and/or home address (depending on the method of sending) and any personal data that you provide us during your request.

Purpose: communication, marketing, provision of information, processing and complying with the application, follow-up actions and administration.

Basis: our legitimate interest (to be able to communicate with you and to handle and administer your request, as well as for marketing interests).

7. Cookies, placed via <https://smart-office.nl> (Read <https://smart-office.nl/cookies> for detailed information)

Legal compliance is important to us. This is how we ensure that we comply with the GDPR requirements. In addition, we also comply with the Cookie Act ([Telecommunications Act article 11.7A](#)). That is why we have drawn up the cookie statement separately: read <https://smart-office.nl/cookies> for more information. In it we also provide clear information about our use of Google Analytics.



4. Period of storage

Storage periods also apply to all processing purposes described above. After all, it is nice to know exactly for which period we have certain data before this data is deleted. **Below we indicate the storage period for each processing purpose:**

1. Rental agreement

Retention period: 5 years after termination of the lease, in connection with legal retention periods, limitation periods, outstanding claims, still standing rights or obligations and in the context of possible legal disputes.

2. Chat function

Retention period: an "infinite" retention period applies for this purpose. This means that you as a user are responsible for deleting the data in the system.

3. "My Profile": Available on the Smart Office website

Retention period: the profile is linked to the user's account. This means that the data will be kept until the account is deleted.

4. Online Reservation System

Retention period: no concrete retention period. User Merin can remove these from the reservation system. See the privacy statement on Huurvergaderzaal for Smart Office here: <https://smart-office.huurvergaderzaal.nl/content/privacypolicy>

5. Contact

Retention period: the data in the context of this processing purpose are used for 12 (calendar) months.

6. Brochure

Retention period: the data in the context of this processing purpose are used for 12 (calendar) months.

7. Cookies, placed via <https://smart-office.nl> (Read <https://smart-office.nl/cookies> for detailed information)

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5. Recipients of personal data

We sometimes share your personal data with selected third parties, if this is necessary for the implementation of the purposes described above, or is required by law, agreement or regulations. We and Merin can pass on personal data to:

- Service providers, such as IT service providers, software providers, marketing agencies and online brokers;
- Parties involved in the implementation or fulfillment of an agreement between you and Smart Office, such as suppliers, utility companies, contractors, architects, interior builders and stylists;
- External advisors, such as legal advisers, accountants, banks, insurers, experts and collection agencies;
- Companies affiliated with Merin;
- Parties involved in a possible sale of real estate owned by Merin.



In some cases, we are (legally) obliged to share certain personal data with third parties. For example, if we are involved in legal proceedings, must comply with a (legal) obligation, must comply with a court decision or instructions from an insurer or government agency (such as the Dutch Data Protection Authority). Another example of this is that the police request (personal) data from us in the context of an investigation. In such a case, we must cooperate and are therefore obliged to provide information.

Furthermore, we will not provide the information you provide to other parties, unless this is legally required and permitted.

Also, with regard to recipients of personal data, we always refer to Merin's privacy statement: <https://smart-office.nl/privacy>.

Transfer to a third country or international organization

In some cases, your (personal) data will be passed on to recipients located outside the European Economic Area (EEA). We only transfer your personal data outside the EEA in the following situations: this concerns the services provided by Google Analytics. Read more about this in <https://smart-office.nl/cookies>. Because privacy protection regulations may not offer the same protection there as within the EEA, Smart Office will ensure that appropriate measures are taken in these cases to protect your personal data in accordance with applicable law. We will use the EU Model Clauses (if necessary and where possible) to protect your personal data. You can request us to provide a copy of the appropriate safeguards that have been taken. If that is not possible, Smart Office may ask you for permission to transfer your (personal) data to countries without an adequate level of protection. You can withdraw this permission at any time.

6. Security

Viewing personal data is only possible for those who are authorized to do so within Smart Office. Personal data, both digital and physical, is strictly secured at all times.

Smart Office takes strict measures to protect your personal data. Both digitally and physically. For example, all our devices are protected with a password and/or fingerprint scan and/or facial recognition. This concerns devices such as (mobile) telephones, laptops, tablets and computers.

Smart Office uses firewalls, virus scanners and a periodic backup for the website or digital data sent. Naturally, no data is included in the backup if the retention period has expired. Passwords for systems are changed periodically and e-mails are periodically cleaned.

For physical data, these are kept in a locked filing cabinet within a locked office. The building in which the office is located is also equipped with an alarm system.



7. Your rights with regard to your personal data

Below are the rights that you can exercise with regard to your personal data. We hereby indicate in as much detail as possible how the relevant right can be used.

a. Right of access (Article 15 GDPR)

You always have the right to view the data processed and stored by Smart Office. To exercise this right, you can send an email with your request to: privacy@merin.nl.

b. Right to rectification (Article 16 GDPR)

If the data stored by Smart Office turns out to be incorrect, you have the right to have this data rectified. Smart Office will then replace the current incorrect data with the correct data.

c. Right to data portability (Article 20 GDPR)

You have the right to have your personal data transferred by Smart Office to a similar party. This refers to a party that offers and performs roughly the same services as Smart Office.

d. Right to erasure of data (Article 17 GDPR)

In certain cases, you can request Smart Office to have data removed. You have the option to do so with **the right to be forgotten**. Below you will find a list of situations in which Smart Office has to delete your data:

- If the data processed by Smart Office is no longer necessary for the processing purpose.
- If the consent for the use of the personal data is withdrawn by you.
- If you object to the processing of your data. ***In case of direct marketing, you always have the absolute right to object.*** When your interests with regard to the processing of personal data outweigh those of Smart Office, you have a relative right. The data will then only be deleted if it is shown that your interests outweigh those of Smart Office.
- If Smart Office processes data unlawfully, you have a direct option to have the data removed by Smart Office. This is the case, for example, if there is no legal basis for the processing of personal data.
- If a legal retention period has been exceeded, Smart Office is obliged to delete the processed personal data.
- If you as a data subject are younger than 16 years of age and no permission from a parent or guardian has been granted for the processing of the personal data. In this case, Smart Office will immediately delete your personal data.

There may be exceptions to the right to be forgotten. For more information, please see the next [page](#).



e. Right to submit a complaint to the Dutch Data Protection Authority

If you believe that Smart Office does not properly handle your personal data, you always have the right to file a complaint with the Dutch Data Protection Authority. You can do this via this [link](#) (as of 5 November 2020, there is only a Dutch version available). The Dutch Data Protection Authority will deal with your complaint further.

f. Right to stop data usage, objection (Article 21 GDPR)

You have the right to object to data processing at any time. Certainly, in the case of "direct marketing".

We also point out the following rights:

- **Right to limit (part of) the processing:** subject to certain conditions you have the right to obtain from Smart Office the limitation of the processing of your personal data. In short, this means that Smart Office temporarily "freezes" the processing of the data. You can invoke this right in four situations: (1) pending the assessment of a correction request, (2) if data should actually be deleted but you do not wish to be deleted, (3) if Smart Office no longer needs the data while these are still necessary for (the preparation for) a lawsuit and (4) pending the assessment of an objection.
- **Withdrawal of consent:** you have this right insofar as we process your data on the basis of your consent. You have the right to withdraw your consent at any time. This has no consequences for the past, but it does mean that we may no longer process this data. Smart Office may therefore no longer be able to provide you with certain services.

Make use of the aforementioned rights?

In most cases, an e-mail to our DPO via the e-mail address privacy@merin.nl is sufficient to exercise the aforementioned rights. If we have doubts about the validity of your identity, we can take other measures to find out. For example, because you are requested to provide us with a copy of your proof of identity. This is always done in [the manner prescribed by the national government](#). In most cases, a less invasive form of proof of identity will suffice. The use of the aforementioned rights is free of charge; except when abused.

We would like to point out that the rights described above are not absolute rights. There may be circumstances that prevent Smart Office from responding to a particular request. We will always assess each request on its own merits. If we do not (cannot) comply with a specific request, we will of course inform you of this with reasons.



8. Duties

Smart Office always processes data on the basis of a legitimate interest. Personal data is never resold to a third party.

Information that we consider necessary to collect is at least required to perform our services properly. If this information is not provided to Smart Office, it is not possible to perform the services adequately.

If it appears necessary to share data with any third party, with due observance of Article 5 of this privacy statement, permission will always be requested. This can be done by means of changes to the Smart Office privacy statement or by direct request for permission.

Smart Office also reserves the right to disclose data, if this is required by law or if Smart Office deems this justified to comply with legal proceedings. This will also be the case when it comes to proprietary rights or general protection of Smart Office. Your privacy is always taken into account.

Can this privacy statement be changed?

This privacy statement can be changed, for example as a result of a change in law or a relevant change in the business operations of Smart Office. We therefore advise you to regularly read the privacy statement for any changes. Changes will be notified to you, by sending the amended privacy statement or via our website. The current version of this privacy statement can always be found at: <https://smart-office.nl/privacy>.

Smart Office can -under certain conditions- process your personal data for purposes that are not yet stated in this privacy statement. In that case, Smart Office will contact you before using your data for these new purposes, to inform you of the changes to our privacy statement and to offer you the opportunity to refuse processing for those new purposes.

Do you have any questions about our privacy statement? Please feel free to contact us using the details below.

Privacy@merin.nl

Hogehilweg 8 | 1101 CC | Amsterdam

Mailbox 94186 | 1090 GD | Amsterdam

Chamber of Commerce no. 34183271

Our Data Privacy Officer: Weroen Ramautar, can also be reached via privacy@merin.nl.

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