

PRIVACY STATEMENT LEIDEN&PARTNERS

GENERAL DATA PROTECTION REGULATION (GDPR)

Leiden&Partners, having its registered offices at Stationsweg 26 in Leiden, is the Data Controller as presented in this Privacy Statement. This also includes the Leiden International Centre (hereinafter referred to as LIC) and Leiden Convention Bureau (hereinafter referred to as LCB).

This Privacy Statement replaces any older version. We may amend this Privacy Statement from time to time. Last update: October 2025.

Personal data that are processed

Leiden&Partners processes personal data when you enter into a partnership with Leiden&Partners, provide services to Leiden&Partners, provide personal data yourself or use the services of Leiden&Partners. Leiden&Partners may process the following personal data:

- Name and first name
- Gender
- Job description and employer
- (Postal) address details
- Telephone number
- E-mail address

Why Leiden&Partners needs (your) data

Leiden&Partners is Leiden's city marketing organisation. It is engaged in comprehensively marketing the city and the region as a brand, with the aim of positively influencing the associations that the target groups have with Leiden. In order to achieve this goal, Leiden&Partners maintains, initiates and connects interested parties. Leiden&Partners may use personal data in the context of:

Providing information

As a business contact, we want to keep you informed about relevant developments concerning Leiden and our organisation via newsletters, our website and social media. You can indicate yourself via which channels you wish to be informed by Leiden&Partners. If you are partner of Leiden&Partners, you will automatically receive B2B newsletters and invitations to relevant events organised by Leiden&Partners. If you prefer not to be contacted via certain channels, you can unsubscribe using the unsubscribe option that is indicated for every channel.

Acquisition

When purchasing a partner package, you state your preferences for participating in various activities. As a partner, we may contact you regarding sales and communication or marketing activities that relate to your specified preferences. The aim of this acquisition is to promote the external communication about Leiden as a city.

Relationship management

To promote customer relationship management, we may contact you by telephone, post or e-mail. If you wish to change your preferences, please get in touch with your contact person to let him/her know. You can do this by telephone or e-mail.

In the case of LIC, personal data of registered persons may be used to contact employers, with the aim of improving the services of Leiden International Centre through partnerships and/or collaborations. To make sure that you are not contacted, please let us know by contacting info@leideninternationalcentre.nl.

Optimising our services

We may notify you of changes in the way we communicate or ask for your cooperation. The reason for this is to promote the services of Leiden&Partners and the marketing of Leiden as a city. In this case, we will contact you by e-mail or telephone (the latter only in the case of a business partnership). This form of communication is linked to your specified preferences for receiving communications. If you do not wish to receive these kind of messages, you need to unsubscribe from the service that is contacting you.

How long does Leiden&Partners store your data?

Leiden&Partners does not store your personal data for longer than is strictly necessary to achieve the purposes for which your data are collected. Your data will be retained as long as we are able to provide you with relevant information that corresponds to your specified preferences. Any payment details and data relating to business operations and sales administration must be retained for 7 years by law for the purpose of the tax authorities. We will abide by this this term.

Sharing personal data with third parties

The personal data collected by Leiden&Partners, are for internal use only. The personal data will only be provided to third parties if the purpose of the use contributes to achieving the objectives around specific partnerships or if we can improve the service by doing so.

Accessing, changing or deleting data

You have the right to access your personal data or have them changed or deleted. You can send a request to access your data or have your data changed or deleted to info@leidenenpartners.nl. We will respond to your request as soon as possible, but within two weeks.

Submitting a complaint with the Data Protection Authority.

You have the right to submit a complaint to the Data Protection Authority if Leiden&Partners does not comply with the above. You can do this via the following link:

<https://autoriteitpersoonsgegevens.nl/nl/contact-met-deautoriteit-persoonsgegevens/tip-ons>

Security

Leiden&Partners takes the protection of your data very seriously and takes appropriate measures to prevent abuse, loss, unlawful access, unwanted disclosure and unauthorised changes. The websites use a reliable SSL Certificate to ensure that your personal data does not fall into the wrong hands. If you feel that your data are not fully secure or if there are indications of abuse, or if you would like more information about the security of personal data collected by us, please contact info@leidenenpartners.nl.

In addition, data processed via the AI chatbot "I Ask Leiden" is encrypted and stored in secure European data centers. Leiden&Partners has entered into appropriate processing agreements with its technology partners to comply with the GDPR. (Leiden&Partners does not collect personal data.)

Website visits

For the optimisation of online channels, Leiden&Partners uses visitor information via Google Analytics and statistics provided by social media. The following data are collected:

- Duration of website visits
- Pages that have been visited
- The number of visitors on our website
- Geographic data
- Age
- Gender

It is important to note that this information is anonymous and is not linked to your personal data. Google Analytics stores this (anonymous) data for an indefinite period of time.

Use of AI chatbot “I Ask Leiden”

Leiden&Partners uses an AI chatbot called “I Ask Leiden” to better serve visitors to its websites. This chatbot answers questions about Leiden, events, and services offered by our organization. When using the chatbot, the following data may be processed temporarily:

- Content of the question asked or the conversation
- Technical metadata such as IP address, browser information, and time of the conversation

The processing is based on legitimate interest (Article 6, paragraph 1, sub f GDPR), namely improving our services and information provision. The data will not be used for marketing purposes, will not be shared with third parties, and will be stored anonymously for analysis of frequently asked questions. If you do not want your interaction with I Ask Leiden to be stored, you can indicate this via info@leidenenpartners.nl

**Leiden&Partners does not collect personal data.*

Leiden&Partners can be contacted as follows

Office address	Stationsweg 26, 2312 AV Leiden
Chamber of Commerce registration	27309037
Telephone	+31 (0)71-5160990
e-mail address	secretariaat@leidenenpartners.nl

