

Privacy Statement Ask&GO Personal Travel Advice

Ask&GO is a service provided by MAP traffic management B.V. (hereinafter referred to as "MAPtm," "we," "us," or "our"). MAPtm takes its responsibility to protect the privacy of everyone involved in our activities seriously. This includes clients, partners, suppliers, respondents, test subjects, employees, and other stakeholders. This Privacy Statement explains how Ask&GO and MAPtm handle (your) personal data and how you can contact us regarding this matter. The Privacy Statement is in accordance with the General Data Protection Regulation (GDPR) as of May 25, 2018.

Company description

MAPtm provides advice, products, and services in the field of mobility. In some cases, this involves the use of personal data.

Use of this website

To improve our services and website, we collect data to analyse website traffic. This helps us better understand how the website is used, enabling us to enhance your user experience. Your privacy is fully respected in this process.

We have chosen not to use Google Analytics. Instead, we use the privacy-friendly analytics tool Plausible Analytics (<https://plausible.io>). Plausible Analytics does not collect personal data, and the collected information is anonymized and cannot be linked to individual users in any way.

How Can You Manage Your Data?

You can access, view, and delete data collected by Plausible Analytics at any time. For more information, please visit <https://plausible.io/docs/excluding-localstorage>.

Third-Party Websites

Our website contains links to other websites, including those of our clients, partners, and social media platforms. Our privacy policy applies solely to MAPtm's websites. If you are redirected to an external website via our platform, please consult the privacy policy of the respective website to understand how your privacy is handled.

Cookies

The Ask&GO website does not use cookies directly. However, Ask&GO offers access to the AI chatbot provided by Watermelon, which does use cookies.

Third-Party Cookies

To enhance the functionality and user experience of our website, the AI chatbot Anke uses cookies and local storage. These technologies enable the chatbot to recognize users, retain conversations, and provide insights into chatbot usage, helping us optimize the service. Your privacy is fully respected in this process.



The chatbot is integrated via Watermelon, which uses cookies to identify visitors and collect analytical data. These data include insights into the pages visited, the time spent on each page, and the overall website visit. To protect your privacy, this information is anonymized and not directly linked to individual users.

If you prefer not to use cookies via the chatbot, we recommend refraining from using the chatbot. For more information on Watermelon's use of cookies, please refer to their cookie policy.

Purpose and Use of Personal Data

If you contact us by phone or email, we may collect and use your personal data for the following purposes:

For Internal Use

- >> Information you provide to process a business transaction.
- >> Information submitted via contact forms or external downloads, such as your name, email address, phone number, postal address, and company, to request information about our software or services.
- >> Specific for Ask&GO: The mobile phone number provided by you for a live WhatsApp conversation and/or signing up for alerts.
- >> Where permitted, MAPtm may collect information about individuals and companies obtained through third parties to keep our records updated, expand and analyse our data, identify potential clients, and offer relevant products and services.
- >> Where permitted, MAPtm may collect and/or process personal data as part of research for a product or service.

On Behalf of a Client

- >> MAPtm may collect and/or process personal data as part of research for advice, products, or services. In such cases, a data processing agreement is always established between MAPtm and the client. MAPtm acts as the Processor under the GDPR, while the client is the Controller under the GDPR.

We do not collect or use information for purposes other than those described in this Privacy Statement unless you have given your prior consent.

If a third party processes your personal data on our behalf, we always establish a (sub-)data processing agreement with this party. In this agreement, the third party is obligated to respect the confidentiality of your data.

Rights of the Data Subject

If your personal data is stored in our records, you have the following rights:

- >> Right of access: You may request access to the personal data we have collected about you.
- >> Right to Rectification: You may request correction of your personal data.
- >> Right to File a Complaint: You may file a complaint about our use of your personal data with the Dutch Data Protection Authority (<https://autoriteitpersoonsgegevens.nl>).
- >> Right to Data Portability: You may request the transfer of your personal data to another organization.
- >> Right to Restriction or Erasure: You may request the removal of your personal data from our systems.

Security and Retention Period

All personal data you provide to us is kept secure and confidential. We do not share your information with third parties except for specific processing activities covered by a (sub-)data processing agreement.

To protect the information provided to us against loss, misuse, unauthorized access, disclosure, alteration, or destruction, we are ISO 27001 certified.

We may disclose your personal data if required to do so by law enforcement or judicial authorities.

We retain your personal data only as long as necessary for the purposes for which it was collected. After this period, the data will be securely deleted.

Policy Updates

MAPtm may update this Privacy Statement by posting a new version on this website. Please visit our website for the most recent version of our policy.

Contact

If you wish to contact MAPtm regarding any aspect of our privacy policy, please use the details below:

MAP traffic management B.V.

Van Deventerlaan 20
3528 AE, Utrecht
085 - 0516 821
info@maptm.nl