

Privacy & Cookie Statement

LeadBoost

Last amended on December 10, 2020

1 Who are we?

We are Wonderkind, an innovative company that uses software to target job advertisements for our Clients. On our LeadBoost page, we process privacy-sensitive and / or personal data. Wonderkind values your privacy, and observes due care in processing, and protecting personal data.

During our processing activities, we stick to the requirements of the General Data Protection Regulation (GDPR). When it comes to the processing of personal data related to persons exploring job posts via our services, our Clients (e.g. employers, staffing agencies, etc.) are the responsible parties (Data Controllers), except for the use of cookies described in this privacy statement.

Wonderkind acts as a Data Processor on behalf of these responsible parties. This implies that Wonderkind does not process the personal data of persons who are exploring jobs for other purposes than those specified by the relevant Data Controller (except for the use of cookies described in this Privacy Statement). The Data Controllers are our Clients, and they might become your future employer.

For complete information about how our Clients process your personal data, please read the privacy statement(s) of the relevant Client(s). For contact details of the Client, please email privacy@wonderkind.com.

For the processing of personal data via the use of cookies described in this Privacy Statement, Wonderkind is the Data Controller.

In this privacy statement, we will explain which personal data we collect, and for which purposes we use it. We recommend that you read it carefully.

2 What data do we gather?

When you fill in one of our forms, fill in the check mark in the check box and click on "I'm interested", you give consent to process your personal data. On behalf of our Clients, we collect, and use the following data (for the purposes as mentioned in this privacy statement):

- Name
- Email address
- Telephone number (optional)
- Other personal data which you provide to us through your answers on the questions from our Client.
- Other personal data which you provide to us via contact forms, instant messaging, or email
- Website usage information: IP addresses, domain, browser type and language, referring website addresses, date/time of visits, and page view data

3 How do we collect data?

When using the services of Wonderkind, you make certain data available yourself via application forms. We collect, and process this personal data on behalf of our Clients, in order to enable them to effectively process job applications.

Wonderkind also uses Hotjar. Hotjar uses cookies, and other technologies to collect data regarding our users' behaviour and their devices (in particular, their device IP address [captured and stored only in anonymized form], device screen size, device type [unique device identifiers], browser information, geographic location [country only], and their preferred language). Hotjar stores this information in a pseudonymized user profile.

4 How do we use your data?

Wonderkind uses your email address to remind you to complete the application process with the relevant employer. We might use your anonymised data (after all personal data has been deleted from your data) to identify your job interests. We may then put your anonymised data into audience segments, which means we can serve you job advertisements, and job offers that will interest you. Wonderkind might also use this data for statistical purposes to enhance the quality of Wonderkind's services.

When you enter your data into a form on our website, it is automatically forwarded to our Client (the employer). The employer you are interested in may use your personal data to contact you, or to invite you for an interview. However, since Wonderkind is not responsible for the use of your data by our Clients, you should always check the relevant Client's privacy statement.

5 Cookies

Part of the personal data we collect, is collected via cookies or other technologies, which are in part placed by third parties. A cookie is a small piece of information that is placed on your computer when you visit certain websites. When we refer to "cookies", we include other technologies with similar purposes. We use multiple types of cookies on our site.

We, and third parties, make use of the following cookies / similar technologies when you view a job advertisement on the Wonderkind domain:

- Google Analytics
- Google Adwords remarketing tag
- Facebook pixel (page views, including remarketing)
- Wonderkind Lead Apply Conversion Pixel Facebook
- Google Adwords Conversion
- Hotjar
- Snap Inc.
- LinkedIn
- Recruitics

We use these for the following purposes:

- Tracking page views
- Tracking conversion
- Statistics about the use of our website
- Adding visitors to specific job related remarketing groups (to show them more relevant job advertisements)

First Party Cookies

Domain	Cookies	Explanation	Duration	
P e r f o r m a n c e / A n a l y t i c s	.boost.wonderkind.com	lead_boost_session	This cookie keeps track of the session of the website visitor.	Session
	and.boost.recruit.io	XRSF-TOKEN	This cookie protects our page from attacks by malicious sources, e.g. spam.	Session
		_ga	This cookie set by Google Universal Analytics. This cookie is used to distinguish unique users by assigning a randomly generated number as a Client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the site's analytics reports.	2 years
		_gid	This cookie name is associated with Google Universal Analytics. It stores and updates a unique value for each page visited.	24 hours

Third Party Cookies

Domain	Cookies	Explanation	Duration	
T a r g e t i n g / A d v e r t i s i n g	.doubleclick.net	_drt_ id	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange. Please click this link to see Google's privacy policy.	Decided by Google
	.facebook.com	datr	This domain is owned by Facebook. We use Facebook to serve targeted advertising to its users when logged into Facebook's services. It also serves up behaviourally targeted advertising on other websites, similar to most dedicated online marketing companies. It is not directly tied to individual Facebook users. They are also used to help with security and suspicious login activity, especially around the detection of bots trying to access the service. Please click this link to see Facebook's privacy policy.	60 days
		x-src		60 days
		fr		60 days
		lu		60 days
	.google.com	APISID	This domain is owned by Google Inc. Although Google is primarily known as a search engine, the company provides a diverse range of products and services. Google uses the data gathered from most of these services to profile the interests of web users and enable Wonderkind to show users relevant job ads.	60 days
		SSID	These are common Google cookies, used across several of their services. They store user preferences and can be used to personalize ads on google searches, and to verify a Google user account and most recent login time. Please click this link to see Google's privacy policy.	60 days
		NID		60 days
		PREF		60 days
		SID		60 days
SAPISID			60 days	
	HSID		60 days	

	.ads.linkedin.com	UserMatch History BizoID lang	This domain is owned by LinkedIn. We use LinkedIn to gather insights and advertising intelligence (statistics for LinkedIn-advertising). These cookies are used by LinkedIn to track the use of embedded services.	6 months 6 months
	.linkedin.com	lidc _lipt bcookie li_oatml _ga _guid lang liap	LinkedIn cookies are being used to serve relevant ads to you both on and off LinkedIn sites. Please click this link to see LinkedIn's Cookie Policy. You can find LinkedIn's Cookie Table here .	session 1 day 1 month 1 year 1 month 2 years 1 year session 1 year
	tr.snapchat.com/p	Snap Pixel	This domain is owned by Snap Inc. We use Snap Inc. to serve interest-based job advertisements to you. Please click this link to see Snap Inc's privacy policy. You can find Snap Inc's cookie policy here .	Decided by Snap Inc.
	.recruitics.com	_RCRTX03	This domain is owned by Recruitics. We use Recruitics to serve interest-based job advertisements to you. Please click this link to see Recruitics' privacy policy.	Decided by Recruitics
P e r f o r m a n c e	.nr-data.net	JSESSIONID	This domain is controlled by New Relic, which provides a platform for monitoring the performance of web and mobile applications. It is a general purpose platform session cookie, used by sites written in JSP. Usually used to maintain an anonymous user session by the server. Please click this link to see New Relic's privacy policy.	Decided by New Relic
A n a l y t i c s	.hotjar.com	_hjClosedSurveyInvites _hjDonePolls _hjMinimizePolls _hjDoneTesters Widgets _hjMinimizeTesterWidgets _hjDoneSurveys _hjIncludedInSample _hjShownFeedbackMessage	This domain is owned by Hotjar. We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) This enables us to build, and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular the device IP address [captured and stored only in anonymized form], device screen size, device type [unique device identifiers], browser information, geographic location [country only], and preferred language). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar, nor Wonderkind will ever use this information to identify individual users, or to match it with further data on an individual user.	1 year 1 year 1 year 1 year 1 year 1 year 1 year

Please click [this link](#) to see Hotjar's privacy policy. You can opt-out of the creation of a user profile, Hotjar's storing of data about your usage of our site, and Hotjar's use of tracking cookies on other websites, by following this [opt-out link](#).

For information about how long data collected via cookies is retained, please see the privacy statement of the relevant third parties.

You can delete cookies stored on your computer and / or change your cookie settings at any time through your browser settings.

For more information, please refer to the following links:

- [Internet Explorer](#)
- [Microsoft Edge](#)
- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Safari](#)

Google, New Relic, Facebook, LinkedIn, Snap Inc. and Recruitics are established in the United States. They are Privacy Shield participants, and for this reason transfer of personal data to these parties is allowed.

Do Not Track

California law requires us to let you know how we respond to Do Not Track (DNT) signals. Wonderkind makes use of the OneTrust's cookie consent management tool. This tool will honor DNT preferences. For more information about Do Not Track, please visit <https://allaboutdnt.com/>.

6 Protecting your data

We invest in high-quality security, and do our utmost to protect user privacy. No data transmission over the Internet can be entirely secure and, therefore, we cannot guarantee the security of your personal data and/or use of the website. Any information that you send is at your own risk and may be read by others. However, once we have received your personal data we use strict procedures to protect the security of this data. Wonderkind takes information security seriously as evidenced by our ISO/IEC 27001:2013 and NEN 7510:2017 certificates.

We take the following security measures to reduce risk of misuse of, and unauthorised access to, personal data:

- Logical access control, using two-factor authentication
- Automatic logging of actions
- Organisational, and physical measures for access security
- Security of network connections via Transport Layer Security (TLS) technology
- SSH-keys
- Application logs
- Encryption of authentication tokens

7 Disclosing your data

We sometimes share your personal data with third parties (subcontractors, or parties who provide various products and services on our behalf). We may also do this in order to verify, correct, and add further contact information to the details we hold on you.

We never sell personal data, or pass it to third parties for marketing purposes without your permission.

In order to execute an agreement, we may provide your data to the following third parties:

- Email service providers

- Hosting providers
- Providers of technical support

We will only provide personal data to a government agency when we are obliged to do so by law.

8 Retention of data

For information regarding how long our Clients retain your personal data, please see the privacy statement(s) of the relevant Client indicated in the advertisement (e.g. employer, staffing agency, etc.).

9 Your rights regarding your personal data

You have the right to request your personal data for inspection.

You can request your personal data for rectification or erasure, when the data is incorrect or no longer relevant. You have the right to object against the processing or restrict the processing of your personal data.

You have the right to obtain a copy of your data in a standard, machine-readable format.

To exercise any of the rights mentioned in this privacy statement (where Wonderkind is the Data Controller), you may submit a written request to Wonderkind. This can also be done by sending an email to Wonderkind's privacy team: privacy@wonderkind.com.

If you want to exercise your rights, you must submit this request to the Data Controller. Their contact information can be found in their privacy statement. In case Wonderkind acts as a Data Processor and receives such a request, Wonderkind will forward this request to the Data Controller. Under the GDPR, the Data Controller shall facilitate the exercise of data subject rights. Wonderkind as a Data Processor can only act after the Data Controller has requested Wonderkind to comply with the request.

If you are of the opinion that we process your personal data in a manner contrary to applicable privacy rules, then you have the right to submit a complaint to the [Autoriteit Persoonsgegevens](#) (Dutch Data Protection Authority).

10 Third-party websites

This statement is not applicable to any third-party websites connected to this website through links. We cannot guarantee that these third parties will handle your personal data in a secure and careful manner. We recommend you read these websites' privacy statements before making use of these websites.

11 Changes to this Privacy Statement

We reserve the right to modify this statement. We recommend that you review this statement regularly, so that you remain informed of any changes.

12 Contact information

If you have any questions about this privacy statement, please contact us at:

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1096 AM Amsterdam
privacy@wonderkind.com