

## Who we are

At Core Life Analytics, we work to build the tools that people need to get more from their data. We occasionally have to collect and store personal data. We take our responsibility to maintain the security and privacy of personal data very seriously. In this Privacy Policy we outline the data that we do collect and how we use it. We would like to make one thing very clear however. We will never share personal data with a third party without permission.

## Types of data we collect

### Website Cookies, Google Analytics, Adwords & Other Tools

When users visit our website at <https://www.corelifeanalytics.com> we use Google Analytics, a third-party service to collect information on user behaviour so that we can improve our website and focus our marketing efforts. We also use the Google Adwords platform to place advertising in websites being visited by visitors to our website. The data is processed in such a way that the user is not identified, and is stored for 14 months.

Informational videos about our products and services are hosted by YouTube, a Google company. Visitors to our videos are similarly tracked so that we can see how effective they are. We may also place advertising on websites visited by viewers of our videos through the Google Adwords system.

All of our interactions with the above are covered by Google's privacy policies which you can review at <https://policies.google.com/privacy?hl=en>

On our website we also have a LinkedIn insight tag. This allows LinkedIn to record when LinkedIn users visit our site but we only get information on page views and not the identity of the visitors. You can learn about the LinkedIn privacy policy here. <https://www.linkedin.com/legal/privacy-policy>

We use a number of tools for marketing automation to help users in a more specific fashion. All of the record email addresses of our users and their actions within our sites. This information is for our use only and is not shared with third parties. Here are the tools and the associated privacy policies. Segment <https://segment.com/legal/privacy/> Mixpanel <https://mixpanel.com/legal/marketing-privacy-notice/> Inspectlet <https://www.inspectlet.com/terms-of-service>

## Mailing Lists

At various points users have an opportunity to request to receive emails from Core Life Analytics about news or new product developments. To support these efforts we store email addresses along with names and location in a third party Customer Relationship manager system called Insightly. We gather information about email openings and clicks on links within them so that we can judge the effectiveness of our efforts. You can learn more about Insightly's Privacy Policy at <https://www.insightly.com/privacy-policy/>. You can unsubscribe from any mailings from Core Life Analytics at any time by clicking on the Unsubscribe link at the bottom of the email or by emailing us at [info@corelifeanalytics.com](mailto:info@corelifeanalytics.com).

## Access to Your Personal Information

We respect your right to access, amend or delete any of your personal data that we hold. Please email your request to [info@corelifeanalytics.com](mailto:info@corelifeanalytics.com).

## Changes to this Privacy Notice

This policy will be reviewed on an annual basis or sooner if there are major changes to privacy legislation. If you have consented to receive emails from us you will be alerted to any changes.

Last Updated: Aug 8th, 2022



### Address

Sint Janssingel 88  
5211 DA, s' Hertogenbosch  
The Netherlands

### Contact

[info@corelifeanalytics.com](mailto:info@corelifeanalytics.com)  
+31 64 217 0956

### Website

[www.corelifeanalytics.com](http://www.corelifeanalytics.com)