

LEGAL

ORGANIZATION

Stichting Life-Links ("Life-Links") is a foundation, located in Hilversum, Netherlands, with Chamber of Commerce nr. 95307516.

Life-Links was co-founded in October 2024 by Sophie Punte, residing in Hilversum (Netherlands) and de Kühne Stiftung, domicile in Schindellegi (Switzerland).

The first Board of Directors consists of (in accordance with article 2:291a of the Dutch Civil Code)

- Mr. Ákos Wetters (Chair, Non-executive Director)
- Mr. Mark Major (Non-executive Director)
- Ms. Sophie Punte (CEO, Executive Director)

Life-Links can be contacted via email: [spunte\[at\]life-links\[dot\]org](mailto:spunte@life-links.org)

PRIVACY POLICY

Life-Links ("us", "we", or "our") collects various data and is established in the EU. We operate the <https://life-links.org> website.

We inform you about our policy regarding the collection, use and disclosure of personal data and the choices you have in relation to that data. We like to inform you that we comply with the General Data Protection regulation (GDPR).

We process several different types of data for various purposes. We do not require more personal data than necessary for the purposes mentioned below. We use personal data mainly to: improve our website; send you our newsletter; answer your questions or execute agreements.

1. The type of data we collect

We may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to: your email address; first and last name; telephone number.

If you use our website, we may collect information how our website is accessed and used ("Usage Data"). This Usage Data may include Personal Data such as your computer's IP address, browser type, browser version, the pages of our website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Types of Data Collected

- If you contact us via [spunte\[at\]life-links\[dot\]org](mailto:spunte@life-links.org) you choose to supply to us your e-mail address, first and last name and/or perhaps telephone number.

- From the contact persons of our members and business partners, we process first and last name, email address and telephone number.

2. How we use the data we collect

We use personal data you supply to us if you contact us to answer you. We also use the personal data of the contact persons of our members or business partners to be able to execute agreements with them.

We use the usage data which may include personal data to provide and maintain our website, to provide analysis or valuable information so that we can improve our website, to monitor the usage of our website, and to detect, prevent and address technical issues.

The processing of personal data by Life-Links takes place in the manner described above and is necessary for the performance of an agreement, to comply with a legal obligation, for the representation of its legitimate interests, or is based on given consent that can always be withdrawn.

3. Storage of personal data

Life-Links does not store personal data longer than necessary. This means that it is required for as long as necessary, unless it is legally required to be kept longer. We will delete personal data that is no longer required in an appropriate and secure manner.

If you are located outside the Netherlands and choose to provide information to us, please note that we process Personal Data in the Netherlands.

4. Personal data and third-parties

Life-Links does not share personal data with third parties unless such action is necessary to comply with a legal obligation. We may also do so to prevent or investigate possible wrongdoing in connection to our website, to protect and defend our rights or property or to protect against liability.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with the GDPR and this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data.



In the case of transfers of personal data to third parties that is necessary and located in a country that is not subject to an adequacy decision by the European Commission, Life-Links will only transfer personal data to third parties provided that there are arrangements with them to ensure that processing of personal data is consistent with the obligations set out in the GDPR.

Service providers: We may employ third party companies and individuals to facilitate our website to provide the website on our behalf, to perform website-related services or to assist us in analyzing how our website is used. These third parties have access to usage data which may contain personal data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose. We also may use third-party service providers to monitor and analyze the use of our website, such as Google Analytics.

Google Analytics: This is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our website. This data is shared with other Google services. Google may use the data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the website available to Google Analytics by installing the Google Analytics opt-out browser add-on, which prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page.

Our website may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's website. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

5. Cookies and similar technologies

We use cookies to track the activity on our website and obtain information. Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device.

Examples of Cookies we use: Session Cookies to operate our Service, Preference Cookies to remember your preferences and various settings and Security Cookies for security purposes. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

6. Protection and security of personal data

The security of your data is important to us. We strive to use commercially acceptable means to protect our data and your Personal Data.

We have taken appropriate security measures to limit abuse of and unauthorized access to personal data. Personal Data is stored in a secure environment and access to it is protected, only authorized persons have access.

7. Access and control of your personal data

If you want to know which personal data Life-Links processed, you can send an email to info@smartfreightcentre.org with a request. If you find the personal data incorrect, incomplete, irrelevant for the purposes for which they are processed or otherwise in breach of the GDPR or other legislation, please send an email to [spunte\[at\]life-links\[dot\].org](mailto:spunte[at]life-links[dot].org) with a request for correction.

Life-Links strives to respond to these requests within four weeks.

Complaints

In the event of a complaint about the processing of personal data by Life-Links, you can contact us at the address, telephone number or e-mail address mentioned below. If we didn't resolve your complaint satisfactory, there is always the possibility to submit a complaint to the Dutch Data Protection Authority (www.autoriteitpersoonsgegevens.nl).

Changes to this Privacy Policy

Life-Links reserves the right to amend the terms of his privacy statement from time to time. The amended Privacy Statement will be posted on our website. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page. Last change: February 2025.

Contact Us

[Spunte\[at\]life-links\[dot\]org](mailto:Spunte[at]life-links[dot]org)

DISCLAIMER WEBSITE INFORMATION

While reasonable efforts have been made to ensure that the contents of this website are factually correct, Life-Links does not accept responsibility for the accuracy or completeness of the contents and shall not be liable for any loss or damage that may be occasioned directly or indirectly through the use of, or reliance on, the contents of this website.

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