

## **GDPR Notification Clearfluencer**

The protection of natural persons in relation to the processing of personal data is a fundamental right.

The principles of, and rules on the protection of natural persons with regard to the processing of their personal data should, whatever their nationality or residence, respect their fundamental rights and freedoms, in particular their right to the protection of personal data.

Clearfluencer compares personal data inputted by You with personal data found by Clearfluencer on public Instagram accounts. The objective of Clearfluencer is to find a match between Your clients and followers of Instagram Influencers. Clearfluencer shows You certain insights in the possible connection between Your clients and the followers of certain Influencers with a public Instagram account. By doing this, Clearfluencer provides You with better insights in the Incremental value of certain Instagram Influencers.

You are the data controller. Clearfluencer is the data processor. With this notification Clearfluencer makes You aware of Your responsibilities as data controller.

The legality of processing personal data inputted by You into Clearfluencer is based on consent from the data subject. You have to be able to demonstrate that the data subject has consented to processing of his or her personal data. The conditions for consent are stated in article 7 of the GDPR (the applicable data protection regulation (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)).

Consent should be given by a clear affirmative act establishing a freely given, specific, informed and unambiguous indication of the data subject's agreement to the processing of personal data relating to him or her, such as by a written statement, including by electronic means, or an oral statement

You need to act in accordance with the GDPR, including though not limited to; general provision 32, 39, 40, 42 and article 7 GDPR.