

Privacy Statement for PMP Furniture B.V. Website

At PMP Furniture B.V., we are committed to protecting the privacy of our customers and visitors to our website. We understand the importance of keeping personal data secure and confidential, and we are committed to complying with the General Data Protection Regulation (GDPR).

This Privacy Statement explains how we collect, use, disclose, and protect your personal data when you visit our website, pmpfurniture.com.

- 1. What personal data do we collect?**
We collect personal data that you provide to us when you register for our newsletter, which includes your Company Name, First Name, Last Name, and Email address.
- 2. How do we use your personal data?**
We use your personal data to send you our newsletter, which contains updates about our products and services.
- 3. Do we share your personal data?**
We do not sell or rent your personal data to third parties. We may share your personal data with our service providers, including Mailchimp, who assist us in sending our newsletter. We require these third parties to maintain the confidentiality and security of your personal data. MailChimp stores its data on a European datacenter.
- 4. Legal basis for processing personal data**
We process your personal data on the basis of your explicit and informed consent, which you provide when you register for our newsletter.
- 5. How do we protect your personal data?**
We have implemented appropriate technical and organizational measures to ensure the confidentiality and security of your personal data. We use industry-standard encryption to protect your personal data during transmission and storage. Data is processed and stored within the European Economic Area (EEA).
- 6. Your rights**
Under the GDPR, you have the right to access, rectify, or erase your personal data, as well as the right to object to or restrict the processing of your personal data. If you would like to exercise any of these rights, please contact us using the contact information provided below.
- 7. Complaints**
If you believe that we have not adequately addressed your privacy concerns or have violated your privacy rights, you have the right to lodge a complaint with the Dutch supervisory authority, Autoriteit Persoonsgegevens. You can contact them at their website: <https://autoriteitpersoonsgegevens.nl/>.
- 8. Changes to this Privacy Statement**
We may update this Privacy Statement from time to time. The updated Privacy Statement will be posted on our website, and we encourage you to review it regularly.
- 9. Contact Us**
If you have any questions or concerns about this Privacy Statement or our privacy practices, please contact us at info@pmpfurniture.com or by phone at +31 (0)78 6132627.
- 10. Cookies**
We use cookies on our website to enhance your user experience and to gather information about how our website is used. Cookies are small text files that are stored on your device when you visit our website.
We use Google Analytics, a web analytics service provided by Google Inc., to collect information about how our website is used. Google Analytics uses cookies to collect information such as your IP address, the pages you visit on our website, and the time you spend on each page. This information is used to improve our website and to analyze trends in user behavior.

You can control the use of cookies on our website through your browser settings. If you choose to disable cookies, some features of our website may not function properly.
By using our website, you consent to the use of cookies as described in this Privacy Statement.

Last updated: [insert date]

Extra information about registering for the newsletter.

Double opt-in, also known as confirmed opt-in, is a process that provides an additional layer of consent when someone signs up for a newsletter. It involves sending a confirmation email to the email address provided during registration. The recipient must click a link or take some other affirmative action to confirm that they want to receive the newsletter.

This process is designed to ensure that the person who registered for the newsletter is the rightful owner of the email address and that they intended to subscribe. It helps to prevent unauthorized signups, typos in email addresses, and reduces the likelihood of spam complaints or other issues.

Here's how the double opt-in process typically works:

1. An individual provides their email address and other required information to subscribe to the newsletter.
2. The system sends a confirmation email to the email address provided during registration. The email typically includes a link that the individual must click to confirm their subscription.
3. After clicking the confirmation link, the individual is added to the newsletter mailing list and begins receiving the newsletter.

By implementing a double opt-in process, you can demonstrate that you have received explicit and informed consent from individuals to send them newsletters, which is a requirement under the GDPR.

To implement a double opt-in process for WPForms connected to Mailchimp, you can follow these steps:

1. Create a Mailchimp account (if you haven't already done so) and set up a new audience for your newsletter subscribers.
2. Connect your Mailchimp account to WPForms by installing the Mailchimp addon for WPForms.
3. Create a new form in WPForms for your newsletter subscription.
4. In the form builder, add fields for the user's name, email address, and any other information you want to collect.
5. In the Marketing tab of the form builder, enable the Mailchimp integration and select the audience you created in step 1.
6. Configure the integration settings as desired. For example, you can map form fields to Mailchimp fields, choose the opt-in type, and set up any automation or tags.
7. To enable double opt-in, go to your Mailchimp account, click on the audience for your newsletter subscribers, and then click on Signup forms.
8. Select the Embedded forms option and then click on the Generate code button.
9. In the next screen, copy the code for the Signup form.
10. Go back to WPForms and open the form builder for your newsletter subscription form.
11. In the Marketing tab, scroll down to the Additional Settings section and paste the Mailchimp Signup Form code in the Opt-In Confirmation Message field.

12. Save and publish your form.

With these steps, when a user submits the form, they will receive a confirmation email from Mailchimp asking them to confirm their subscription. Once they click the confirmation link in the email, they will be added to your newsletter subscriber list in Mailchimp.