

1. Privacy Statement

Respect for privacy and the protection of personal data are important components of the day-to-day operations at Gen25. We assign a high priority to protecting and securing your data. This Privacy Statement is intended as a means to offer you transparency regarding which data we collect, what we do with this data and how you may influence this process.

2. Contact

If you have a question regarding this document or a request in connection with data processing (such as to review or edit your data, or ask that it be destroyed) please submit your query or request by email to privacy@gen25.com.

3. The Gen25 website

When visiting the website www.gen25.com, you can decide to share personal data with us, such as when you subscribe to our newsletter, register for a webinar, or download content from the site. The data we collect in this fashion is processed by Gen25 only for the purpose of providing you with support in the form of the appropriate service. In the event we use your personal data to contact you at a later point in time, other than at your own request, we will request your explicit permission to do so. Your data will not be shared with third parties. We additionally make use of first-party cookies.

In order to guarantee a high level of security, the Gen25 website is hosted by a provider in the European Union.

4. Cooperation with Salesforce

In the event that we organise events and/or digital campaigns in cooperation with Salesforce, we will share the personal data you provide (by registering and/or downloading content) with Salesforce. Salesforce will process your data in keeping with the guidelines of the Salesforce Privacy Statement; your data may also be used for marketing purposes. In all cases, we will clearly inform you – before you share your personal data with us – whether the campaign or event in question is such a cooperative effort.

5. What is a cookie?

Cookies are small data files that are stored on your computer or mobile device by your browser. Such cookies allow a website to 'recognise' you as a user and to remember your activity and/or preferences.

Most internet browsers support cookies. It is possible, however, for a user to adjust the settings on their browser so that certain kinds of cookies or specific cookies are blocked. Users can also choose to delete cookies at any time.

7. Why do we use cookies?

We use cookies in order to ensure that you have a positive experience every time you visit the Gen25 website. These cookies analyse the interaction between visitors and the Gen25 website. We can then use this information to better tailor our website to visitors' online behaviour and to improve your user experience.

To that end, we use Google Analytics and Salesforce Pardot first-party cookies. It is not possible for either Gen25 or Google to identify you personally or link your online activity to an identity. Cookies do not store personal data; rather, they record information such as the IP address, web browser and operating system.

9. How long does Gen25 retain cookies?

Cookies are stored on your computer for a maximum of 24 months and you have the option to delete the cookies – via your browser settings – at any time you wish.

10. Cookie settings

You can choose to block or reject the use of cookies whenever you visit the Gen25 website. To do this, you will need to adjust your browser's settings. For more information on how to delete or block cookies, please select the relevant link for your browser:

[Cookie settings in Chrome](#)

[Cookie settings in Firefox](#)

[Cookie settings in Safari](#)

[Cookie settings in Internet Explorer](#)