Jet-Stream Privacy policy

Responsibility

At Jet-Stream, we value your privacy and that of your end users. We see it as our responsibility to help keep the threats that modern day technologies bring to our privacy to a minimum. At the same time, we are always eager to learn and see how we can improve. This sometimes leads to conflicts, as we need to collect data in order to be able to improve. In this statement, we want to make clear which data we collect, which tools we use and to what end we use the data.

Although we do our utmost to protect the privacy of visitors to our website, customers of Jet-Stream and the end-users (viewers of the content), we welcome any feedback you might have. Please let us know what we should do better by e-mailing us at info@Jet-Stream.com. We will not use your e-mail address or any other contact details in that communication for any other purpose other than to communicate with you on this topic.

Cookies on www.jet-stream.com

All of the analytics and optimisation applications we have on our website are set to the maximum privacy levels. This ensures that no data we collect can be related to a person or individual. We use the following tools and applications on our website Jet-Stream.nl

Application	Purpose in short
Google analytics	General improvement of the website and marketing
HotJar	Specific improvement of the website
Google Optimizer	Specific improvement of the website
Conversion pixels	ROI of marketing, only on thank you pages

Specific description of use Google analytics

We use Google analytics to see how visitors interact with our website. Which content do they love and which content do they hate? What works and what doesn't. We see where a visitor has come from and this helps us determine if our efforts for attracting new visitors are paying off (or not). Last but not least, it helps us track down technical problems with our website and shows if everything is working as it should. Google Analytics does not allow tracking of an IP address. Also, we don't combine data. This means that if you are a recurring visitor or a known customer, we don't combine your behaviour from a previous session to -or with- any other information we have about you.

Specific description of use HotJar and Google Optimizer

Once we find out that our visitors don't like particular parts of our website very much, we will use these tools to see what is happening and if we can fix this. If we find content that appears to put off our visitors, HotJar and Google Optimizer can be used to run split tests. This helps us establish if the improvement we have come up with, is indeed an improvement.

Specific description of use conversion pixels

On our thank you page, we have conversion pixels from several of our advertising campaigns. The type of advertising we use, is highly dependent on our goals at that time, but in general we use Google AdWords, Facebook, LinkedIn and Twitter to advertise. The conversion pixel only gives the information that the "Thank you page" was triggered as a result of that specific Ad. This helps us understand which Ads are relevant to our (potential) customers. We don't retarget (or remarket) our visitors. No information about a visitor on our website is shared in any way. Our website is hosted in Europe.

Customer data

Information that is being shared with us on our website, through a contact form or a request for a free trial, is being collected for the purpose of fulfilling that request and for future communication. A request for support is added to our support system. Any other requests are added to our CRM system and, if this is allowed by you, also to our mailing list. The information which you leave us when requesting a free trial is also added to our video platform VDO-X.

If you become a paying customer, we will also add your information to our mailing list. We need to do this to keep our customers informed about (pending) changes to our platform, downtime, updates and upgrades and news about our company. We don't spam and we keep the number of mailings to a minimum, typically no more than 8 per year.

End-user data

For measuring the interaction your viewers have had with your video content, we use an analytics measurement tool. Our measurement tool is much like Google Analytics, but has the distinct advantage that it is hosted on our own servers in Europe.

This ensures that your end user data stays in Europe, compliant with the **General Data Protection Regulation (GDPR)** (Regulation (EU) 2016/679) which will be enforced from May 2018 onwards. Also, our measurement tool is set according to the highest privacy settings, automatically striking the last three numbers from the IP address of your viewers. This ensures that no data is produced which can lead to identification of a person, or could be used to cause harm in any way. This method is in accordance to the strictest laws regarding privacy in Europe.