

## Privacy Statement for Applied Micro Electronics (AME)

### 1. Introduction

This privacy statement provides information about the personal data that AME, located at Esp 119, 5633 AA Eindhoven, The Netherlands, collects, and the ways in which AME uses that personal data. AME complies with the General Data Protection Regulation (GDPR) and other applicable privacy laws.

### 2. Personal Data Collection

We collect the following personal data through our contact form:

- Name
- Email Address
- Message

This data is used solely for the purpose of responding to inquiries and facilitating communication as requested by our visitors.

### 3. Use of Cookies

We make use of cookies on our website to enhance user experience, ensure efficient navigation, and support analysis and advertising purposes.

We use the following types of cookies:

- Functional cookies: Necessary for basic website operation.
- Analytical cookies: Help us gather anonymized statistics to improve site performance.
- Advertising cookies (tracking cookies): Used to show personalized ads and enable remarketing via external platforms such as Google Ads and LinkedIn Ads.

Upon your first visit to our site, we request your explicit consent for the use of non-essential cookies via our cookie banner.

For full details, please refer to our cookie policy: <https://ame.nu/cookiepolicy>

### 4. Analytics and Non-Personal Information Collection

We collect Non-Personally Identifiable Information, which includes data that does not identify you personally. This data is crucial for us to understand how our website is used and to make improvements accordingly. The types of Non-Personally Identifiable Information we collect are:

1. Anonymized IP Addresses: We implement a 2-byte masking technique to anonymize your IP address.
2. User-Agent Data: This includes information about the browser and operating system you use.
3. Page Views: We track the pages viewed on our site.
4. Approximate Geolocation: Collected in an aggregated, anonymized form.
5. Visitor ID: A unique, anonymized identifier is assigned to each visitor.
6. Session Duration and Click Paths: Helps us understand navigation behavior.
7. Ad Click and Impression Data: Used to assess marketing effectiveness.

This data is used solely for analytical and advertising purposes and cannot be traced back to individual users.

## **5. Data Usage**

The data collected is used exclusively for the purpose of the specific contact that the visitor has initiated or for the legitimate interest of website improvement and advertising optimization. We do not use personal data for unsolicited advertising purposes or distribute newsletters.

We retain anonymized analytics and personal data for a maximum of 14 months, unless legally required to retain it longer.

## **6. Data Protection**

We take the security of your personal data seriously and implement appropriate technical and organizational measures, including:

- SSL encryption (HTTPS)
- Firewalls and role-based access control
- Regular system and software updates
- Limited access to data based on responsibilities

As we do not have a designated privacy officer, please direct any questions regarding our privacy policy or the handling of your personal data to [info@ame.nu](mailto:info@ame.nu).

## **7. Your Rights**

You have the right to:

- Request access to your personal data
- Have inaccurate data corrected
- Request deletion ("right to be forgotten")
- Restrict or object to processing
- Request data portability
- Withdraw your consent at any time (e.g., for advertising cookies)

To exercise these rights, please contact us at the email address provided.

## **8. Amendments**

This privacy statement was drawn up on April 15, 2024, and last updated on May 16, 2025.

This statement may be updated from time to time; however, the latest version will always be available on our website.

We are dedicated to maintaining a transparent and respectful use of personal data in accordance with applicable laws and regulations.