

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

Our forms may also ask for your company name, job title and phone number. We use this data to respond to your inquiry and to facilitate the communication you requested. If you sign up for our newsletter or have a business relationship with us, we may also use your data for email communication, as described in section 6.

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 understand how our website is used, so we can improve it.
- Advertising and marketing cookies (tracking cookies): Used to show personalized ads and enable remarketing via external platforms such as Google Ads, Microsoft Advertising and LinkedIn Ads, and to link website visits to known contacts in HubSpot (see section 6).

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. This does not apply to HubSpot: if you have accepted marketing cookies and fill in a form or click a link in one of our emails, HubSpot links your website visits to your contact details. Section 6 explains how this works.

5. Data Usage

The data collected is used for the purpose of the specific contact that the visitor has initiated, for the legitimate interest of website improvement and advertising optimization, and for email communication as described in section 6. We retain anonymized analytics and personal data for a maximum of 14 months, unless legally required to retain it longer. For data we process for email communication, the retention periods in section 6.6 apply.

6. Email communication and HubSpot

In addition to responding to inquiries, AME sends newsletters, invitations and other business emails. This section explains how we handle personal data for that purpose.

6.1 What data do we process?

To send newsletters, invitations and other business emails, we process the following data:

- your name, business email address and phone number;
- your company name, job title, industry and country;
- your preferences and consent status, including the date and source of your sign-up;
- whether and when you open our emails and which links you click;
- which pages you visit on ame.nu, only if you have accepted cookies.

We receive this data from you directly, for example through a form on our website, at a trade fair, or through previous business contact.

6.1 Why do we use your data?

- **Newsletters and marketing emails:** we only send these with your consent.
- **Existing customers:** you may receive emails about similar AME services, based on our legitimate interest. You can unsubscribe at any time.
- **Quote and contact requests:** we follow these up because this is necessary to prepare or perform an agreement.
- **Measuring and improving:** we analyse the use of our emails and website to improve them, based on our legitimate interest. Website tracking only takes place after you have given cookie consent.

We never sell your data to third parties. We do not make automated decisions that have legal effects on you.

6.3 HubSpot as our processor

We use HubSpot for customer relationship management and sending emails. HubSpot is provided by HubSpot Ireland Ltd., part of HubSpot, Inc. (USA), and processes your data solely on our instructions. We have a [data processing agreement](#) with HubSpot covering confidentiality and security. HubSpot uses its own sub-processors; the current list is available on HubSpot's [sub-processors page](#).

To prevent misuse of our name, our emails are authenticated with SPF, DKIM and DMARC.

6.4 Where is your data stored?

Your data is stored in HubSpot's European data centre. HubSpot or one of its sub-processors may access data from the United States. Any such transfer is based on the [EU-US Data Privacy Framework](#), under which HubSpot, Inc. is certified, and additionally on the Standard Contractual Clauses approved by the European Commission, which are included in HubSpot's data processing agreement.

6.5 Email tracking and cookies

Our emails contain small technical elements, such as a pixel and personalized links, that show us whether an email was delivered or opened and which links were clicked. On our website, HubSpot only places tracking cookies if you consent through our cookie banner. For certain data collected through its tracking code, HubSpot also acts as an independent controller. You can read how HubSpot handles this data in the [HubSpot Privacy Policy](#) and [HubSpot Cookie Policy](#). See our [Cookie Policy](#) for more information.

6.6 How long do we keep your data?

We keep your data for as long as you are subscribed or have a business relationship with us. If you unsubscribe, we only keep your email address on a suppression list so that we do not email you again. We delete contacts who have not engaged with us for 14 months.

6.7 Unsubscribing and complaints

Every email contains an unsubscribe link, and unsubscribing is always free of charge. You can also exercise the rights described in the section "Your Rights" for the data we process for email communication. If you are not satisfied with how we handle your data, you can lodge a complaint with the [Dutch Data Protection Authority \(Autoriteit Persoonsgegevens\)](#).

7. 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.

8. 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.

9. Amendments

This privacy statement was drawn up on April 15, 2024, and last updated on October 27, 2026.

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.