

PRIVACY STATEMENT

When you make use of this website, Brand Loyalty Sourcing B.V. (hereinafter "**BrandLoyalty**" or "we") might process personal data and uses cookies and similar technologies. We aim to carefully and safely use your personal data in line with applicable privacy rules and regulations.

In this Privacy Statement we describe who we are, how and for which purposes we process your personal data in this website, how you can exercise your privacy rights and other information that may be relevant to you.

We did our best to provide you with all information in a clear and readable format. However, if you have any questions about our use of your personal data after reading this Privacy Statement, you can of course always contact us through the contact details provided below.

Finally, we would like to point out that we are continually developing and improving the website. If this brings about any changes in the way we process personal data, this will be reflected in this Privacy Statement. We therefore recommend that you regularly take notice of the Privacy Statement for any modifications.

Last modified: 26th of February 2019

1. Who are we?

BrandLoyalty collects and processes data related to website visitors (hereafter together referred to as: '**you**'). We are responsible for the processing of your personal data as described in this privacy statement and qualify as data controller under applicable data protection laws. BrandLoyalty is established at Koningsweg 101, 5211 BH 's-Hertogenbosch, The Netherlands.

2. What do we do?

BrandLoyalty aims to provide you with a complete experience of the products on the website. To contribute to this full experience regarding our branded products, this website is created for brand story telling. It will give you more information about the quality, the specifications and uniqueness of the products and the brand.

3. Which categories of personal data may BrandLoyalty process from you?

While browsing this website, you may choose to provide information to us voluntarily if you interact with the website in certain ways or when using our point of contact provided on the website. We will then process the information that you have provided us with, which will only include your personal details (name), contact details (phone number) and the content of the message.

Technical and analytical cookies

This website uses Google Analytics, whereby only functional and analytical cookies are used. Functional cookies are necessary for a proper functioning of the website. For example, a functional cookie makes sure the webpages are shown properly. Analytical cookies help us to improve our services whereby we are able to count our website visitors and see how visitors make use of our website. With both analytical and technical cookies, we will not receive any personal data.

BrandLoyalty does not receive any data from website visitors via sources other than directly from you and your device. We do not enhance this data with data from public sources.

Please be aware that in addition to our websites, the sites of our clients and any third party websites linked to one of our sites may also collect information from you for various purposes. Although we choose our business partners and clients carefully, BrandLoyalty is not responsible for the privacy practices of websites operated by such third parties. You should check the applicable privacy policies of such websites you visit to determine how they handle any information they collect from you.

4. For which purposes does BrandLoyalty process your personal data?

BrandLoyalty collects and processes personal data for multiple purposes, which can be subdivided as follows:

No.	Purpose	One of the following legal bases
Personal details; Contact details; Content of the message	To provide you with our services requested by you; e.g. replying to your questions and/or complaints.	<ul style="list-style-type: none"> • With your consent • Legitimate interest of BrandLoyalty: i.e. to facilitate core business activities;
Technical and analytical cookies	To provide a proper functioning website; To enhance our services; To facilitate secure navigation; To obtain information about the quality and effectiveness of our website.	<ul style="list-style-type: none"> • Legitimate interest of BrandLoyalty: i.e. to facilitate its regular business activities.

5. Who may receive your personal data from BrandLoyalty?

When necessary for providing our services to you, we share your personal data with third parties including our group companies in accordance with this Privacy Statement and in so far as permitted by law. Therefor we may share your personal data with service providers to assist or facilitate in the services we provide to you. This could be a third party who helps us with the customer services. In addition, we may work with third-parties for helping us with hosting the website. This will be the website creator and the website host.

6. Does BrandLoyalty transfer your personal data outside the country where it is collected?

We do not transfer personal data of consumers from the European Union, to receivers in third countries outside the European Union.

However, because our data storage is located within the European Union it could be necessary to transfer your personal data to the European Union. Therefore, personal data of non-EU consumers shall be transferred to the European Union. In that case we will take the appropriate measures to ensure your data is protected within the limits set by law.

7. How long will BrandLoyalty keep your personal data?

Your personal data will be stored as long as necessary for the purpose for which the data is collected and processed. When your personal data is no longer necessary for the purposes for which these personal data are processed, your personal data will be removed or made anonymous.

8. How can you exercise your privacy rights?

Personal data

In general, you have the right to request BrandLoyalty to have access to your data. In certain circumstances, you have a right to rectify or delete your data, to block the data processing, to object to the data processing and to invoke your right to data portability (e.g. if our data processing is based on your consent). You can invoke your rights by contacting us via our Data Protection Officer: privacy@brandloyalty-int.com.

If you feel we have not appropriately dealt with your complaint, you may also submit a complaint at a local data protection authority.

Technical and analytical cookies

You may regulate the collection and use of technical or analytical data collected via our website in your browser. Visitors who choose to reject all cookies may experience some technical failures or errors on the website.

9. Do we use profiling techniques or make automated decisions?

We do not use profiling techniques and/or any kind of automated decision-making.

10. Who can you contact us?

If you have a question or would like to submit a complaint with regards to the collection and processing of your data by BrandLoyalty, you can contact us via: privacy@brandloyalty-int.com.