

### **356 Privacy statement Brand Compliance B.V.**

Brand Compliance B.V., with its registered office at Hambakenwetering 8D, 5231 DC 's Hertogenbosch is responsible for the processing of personal data as reflected in this privacy statement.

Contact details:

Email: [info@brandcompliance.com](mailto:info@brandcompliance.com)

Telephone: NL +31 (0) 73 - 782 01 56, or  
BE +32 (0) 14 - 76 23 04

#### **Personal data processed by us**

Your privacy is important to us. Brand Compliance B.V. processes your personal data as you are using our services. Or when you disclose your data to us, for example by completing an online form or by submitting an application. Depending on the service you use, we may, for example, process the following personal data:

- name
- address
- email address
- telephone number

We have drawn up supplements to this general privacy statement for a number of business processes:

- *Privacy statement supplement with regard to the web shop*
- *Privacy statement supplement with regard to documentation download from the Brand Compliance B.V. website.*
- *Privacy statement supplement with regard to training registration*
- *Privacy statement supplement with regard to job applications*

These statement supplements state per process what personal data we process, for what purpose, and how long we retain this data.

For the other business processes, only this general privacy statement will apply.

#### **Disclosing data to third parties**

Brand Compliance B.V. does not sell your data to any third parties. We only disclose your data to third parties if they are directly involved in the execution of the agreement between you and us. Or unless any legal provision requires us to disclose your data.

### **No processing of personal data of persons under 16 years of age**

Brand Compliance B.V. does not intend to collect data from persons under 16 years of age. Unless they have permission from their parents or guardian. However, we cannot check whether a person is over 16 years of age. We therefore advise parents to be involved in their children's activities in order to prevent children's data from being collected without parental consent. If you believe that we have collected personal information about a minor without such consent, please contact us and we will delete the information in question.

### **No automated decision-making**

Brand Compliance B.V. does not take any decisions on the basis of automated decision-making on matters that may affect individuals. These are decisions made by computer programs or systems, without a person (for example an employee of Brand Compliance B.V.) being involved.

### **Protection of your personal data**

The protection of your personal data is very important to Brand Compliance B.V. and we will take the appropriate measures to prevent misuse, loss, unauthorised access, unintended disclosure and unauthorised modification. We use an SSL security certificate for data traffic to and from our website and web shop. The supplier of the software in which we store personal data is certified in the field of information security (ISO 27001).

### **Cookies**

We use cookies on our website. A cookie is a simple small file that is sent through the pages of this website and stored by your browser on the hard drive of your computer. The information stored in the cookie can be returned to our servers the next time you visit us.

#### **What types of cookies do we use?**

Brand Compliance B.V. uses two types of cookies: session cookies and Google Analytics cookies.

#### **Session cookies**

Using a session cookie, we can see which parts of the website you have viewed during a visit. This allows us to adapt our service as much as possible to the surfing behaviour of our visitors. Session cookies are automatically deleted as soon as you close your web browser.

### Google Analytics cookies

Via our website, a cookie is placed by the American company Google, as part of the so-called Analytics service. We use this service to track and get reports on how visitors use our website. Google may provide this information to third parties if Google is legally obliged to do so, or to the extent that third parties process the information on Google's behalf. We have no influence on this. We have not given Google permission to use the obtained analytics information for other Google services.

The information that Google collects is anonymised as much as possible. Your IP address is expressly not provided. The information is transferred to and stored by Google on servers in the United States. Google states that it adheres to the so-called EU-US Privacy Shield. This is a regime for the transfer of personal data from the European Union to the United States and is an example of an adequacy decision, establishing that the data protection is of an adequate and comparable level to the GDPR.

### General retention period

Brand Compliance B.V. does not retain your personal data any longer than necessary to achieve the purposes for which your data are collected. Unless a legal basis applies, in which case we apply a retention period that is in line with this legal basis.

### Your privacy rights

You have the right to request access, rectification or erasure of your personal data. In addition, you have the right to withdraw your consent or object to the processing of your personal data by Brand Compliance B.V. You also have the right to data portability. This means that you may submit a request to us to send to you or to another organisation as indicated by you, the personal data about you that we store in a computer file.

You may send a request for access to, rectification, erasure, transmission of your personal data, a withdrawal of your consent or an objection to the processing of your personal data, to: [info@brandcompliance.com](mailto:info@brandcompliance.com). We will respond to your request as quickly as possible, but within four weeks at the latest.

To ensure that a request has been made by you, we ask you to enclose a copy of your proof of identity with the request. In this copy, please ensure your passport photo is invisible and the strip with numbers at the bottom of your passport, the passport number and your citizen service number are unreadable. This is to protect your privacy.

Brand Compliance B.V. would also like to point out that you also have the right to lodge a complaint with the national regulatory body, the Dutch Data Protection Authority. To do so, please use the following link: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

#### Final provisions

We reserve the right to amend this privacy statement. The most recent privacy statement is always available on our website. The version number is indicated at the bottom of the document.

## Privacy statement supplement with regard to the web shop

### What personal data do we process?

When making a purchase in our web shop, we ask you to enter certain personal data.

Required data:

- company name (this is not always considered personal data)
- name
- address
- email address

Optional data:

- tax number
- telephone number

If you pay via iDEAL, your data (including your IBAN) will be stored in our administration to link the payment to your order.

### For what purposes do we process your personal data?

We process the required personal data for the following purposes:

- processing the order you have placed
- drawing up and sending an addressed and personalised invoice
- If you give your consent, your personal data may be used for information and/or marketing purposes related to the services of Brand Compliance B.V.

We process the optional personal data, provided they are entered, for the following purposes:

- If you enter a VAT number, we only use this for organisations not established in the Netherlands, for a correct VAT calculation on the invoice.
- If you enter your telephone number, we may use this to contact you in the future for information and/or marketing purposes relating to the services of Brand Compliance B.V.

### How long do we retain your personal data?

We do not retain your personal data any longer than strictly necessary to achieve the purposes for which your data are collected.

## **Privacy statement supplement with regard to documentation download from the Brand Compliance B.V. website.**

### **What personal data do we process?**

If you want to download documentation from the website of Brand Compliance B.V., we ask you to enter certain personal data.

Required data:

- company name (this is not always considered personal data)
- name
- email address

Optional data:

- telephone number
- website (this is not always considered personal data)
- company address (this is not always considered personal data)

### **For what purposes do we process your personal data?**

We process the required personal data for the following purposes:

- to send the requested documentation in a personalised way by e-mail
- If you give your consent, your personal data may be used for information and/or marketing purposes related to the services of Brand Compliance B.V.

We may use your optional personal data, if entered, to contact you in the future for information and/or marketing purposes relating to the services of Brand Compliance B.V.

### **How long do we retain your personal data?**

We do not retain your personal data any longer than strictly necessary to achieve the purposes for which your data are collected.

## Privacy statement supplement with regard to training registration

### What personal data do we process?

When registering for a training course, we ask you to enter certain personal data. Required data:

- company name (this is not always considered personal data)
- salutation
- name
- email address
- telephone number
- Chamber of Commerce/Company number (this is not always considered personal data)
- Address details of the organisation (this is not always considered personal data)

Optional data:

- invoice address (if this differs from the address details of the organisation)
- comments, such as dietary requirements

### For what purposes do we process your personal data?

We process the required personal data for the following purposes:

- to contact you in case of questions about the registration or in case of changes concerning the training course
- sending a confirmation of registration for the training course
- drawing up and sending an addressed and personalised invoice
- drawing up and sending a certificate of participation in the training course
- to send you the information from the training course after attending, as well as a link to a customer satisfaction survey
- If you give your consent, your personal data may be used for information and/or marketing purposes related to the services of Brand Compliance B.V.

We process the optional personal data, provided they are entered, for the following purposes:

- drawing up and sending an addressed and personalised invoice to the invoice address
- ordering lunch, taking into account your dietary requirements

### How long do we retain your personal data?

We do not retain your personal data any longer than strictly necessary to achieve the purposes for which your data are collected.

## Privacy statement supplement with regard to job applications

### What personal data do we process?

When applying, we ask you to send us your CV and a short motivation letter. It is up to you which personal data you provide to us.

### For what purposes do we process your personal data?

We process the personal data you provide in order to be able to respond to your application. This can be an invitation to a job interview, a request for more information or a rejection.

### How long do we retain your personal data?

We do not retain your personal data any longer than strictly necessary to achieve the purposes for which your data are collected:

- In the event of a rejection of your application, we will delete your personal data immediately after the rejection has been sent; or
- If we do not have a suitable vacancy at the moment, but we would like to save your data for possible future vacancies, we will ask for your consent and inform you about the retention period.
- If you are hired, the purpose and retention period included in the company regulations of Brand Compliance B.V. will apply.