

# PRIVACY STATEMENT

VERSION: October 2022

## **1. General - what is this privacy statement for?**

1.1. This privacy statement applies to and aims to inform you about the processing of your personal data by ANTARCTIQ, including on or through the Website <https://antarctiq.com>.

ANTARCTIQ makes every effort to protect your privacy and to ensure that you can continue to entrust your personal data to ANTARCTIQ. During your contacts with ANTARCTIQ, you may share personal information with us that allows us to identify you as an individual (such as your name, e-mail address, home address, telephone number, ...). These are your "personal data". If you do not agree to this Privacy Statement, please do not use the ANTARCTIQ sites and do not disclose any personal data to us.

1.2. This Privacy Statement does not cover the privacy policies of third parties (e.g. companies or entities that advertise in the service of ANTARCTIQ) nor of other websites or applications referred to via (even permitted) hyperlinks on the Website.

1.3. ANTARCTIQ is responsible for processing your personal data. As data controller, we take all appropriate technical and organisational measures so the processing would comply with the Regulation (EU) 2016/679 of April 27<sup>th</sup> 2016 (hereafter: "GDPR"). The appointees or employees of ANTARCTIQ who have access to your personal data as well as processors we engage, are equally obliged to comply with the GDPR.

1.4. This privacy statement is made available to you physically or electronically and can be accessed at any time under the 'Privacy Statement' section on the Website. In case of requests or additional questions, you can always send an e-mail to: [info@antarctiq.com](mailto:info@antarctiq.com). ANTARCTIQ will inform you in general of the action taken within one month of receipt of your request or question.

1.5. ANTARCTIQ reserves the right to change this Privacy Statement at any time. We therefore advise you to consult this Privacy Statement regularly, so that you surely be aware of any changes and always know how your personal data may be used.

## **2. Who we are and how you can contact us?**

Trade name: *ANTARCTIQ*

Company name: ANTARCTIQ BVBA

Registered office: Meerseweg 135A, 2321 Meer, Belgium

Company number: BE 0635 901 316

Telephone number: +32 (0)3 369 78 74

E-mail: [info@antarctiq.com](mailto:info@antarctiq.com)

Website: <https://antarctiq.com>

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

3.1 ANTARCTIQ collects and processes personal data only for the purpose for which the data were obtained.

ANTARCTIQ may use your personal data for any or some of the following purposes:

- Orders: to process and ship your orders and inform you of its status;
- Account maintenance: to create and maintain your accounts at ANTARCTIQ;
- Customer service: to better serve you as a customer, including answers to your questions, complaints and general feedback about our products. Our customer service may be provided through various forms of communication, such as e-mail, letter, telephone and/or online chat;
- Customer engagement: to engage you more actively with our products and services. This may involve the use or publication of customer-generated content;

- Personalisation: ANTARCTIQ may combine personal data collected through one source (e.g. a website) with data collected from another source (e.g. an offline event). This gives ANTARCTIQ a more complete picture of you as a customer, with this ANTARCTIQ can in turn provide you with a better and more personalised service, among other things, with regard to the following:

- *Websites: to improve and personalise your experience on our websites, using data such as login information, technical computer information and/or information about previous use of the website;*
- *Products: to improve ANTARCTIQ's products, better tailor them to match your needs and come up with new products. This includes the use of demographic information, customer profiling information and customer feedback;*

- Advertising messages: to send advertising messages if you have signed up to receive such messages (including information about ANTARCTIQ, its products and its services). These messages may be distributed by electronic means (e.g. text messages, e-mail and online advertising) and by post. If you sign up to receive text messages, the policy of your mobile service provider for receiving text messages will apply, which may be subject to charges;

- Social features: to offer you a number of social features, including:

- *Community features on an ANTARCTIQ site:*

*When you visit an ANTARCTIQ site with a community feature and share photos, videos, illustrations or other content, ANTARCTIQ may use the personal data you share on such sites, use and display;*

- *Viral website functions:*

*ANTARCTIQ may use your personal data to offer you viral website features that allow you to share certain news items, product information and other content with family and friends. This typically requires personal contact information (such as names and email addresses) to be collected and used so the message/content can be delivered to recipients;*

- *Social networks of third parties:*

*ANTARCTIQ may use your personal data when you use social network functions of third parties, such as "Facebook Connect" or "Facebook Like". These features may be integrated into the ANTARCTIQ sites, including to allow you to share content with friends. If you use these features, ANTARCTIQ may obtain certain personal data about you through the concerned social network. More information about how these features work and the profile information ANTARCTIQ may obtain about you can be found at the website of the relevant social network;*

- *Other specific purposes:*

*ANTARCTIQ may use your personal data for other specific business purposes, such as the daily operation and safety of the ANTARCTIQ sites, to conduct demographic studies or audits and to contact you for customer surveys.*

3.2 ANTARCTIQ will not share your personal data with third parties who wish to use your data for direct marketing, unless you have given your specific consent

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

4.1 ANTARCTIQ processes data that you communicate directly to us:

This is data you provide directly to us with your consent for a specific purpose, including:

- Personal contact information, including any information that ANTARCTIQ requires to contact you personally (such as your name, home and/or email address and telephone number(s));
- Demographic information, including your date of birth, age, gender, location (postal code, municipality/city, province and country), hobbies, interests and information about your family or lifestyle;
- Payment information, including to make purchases (such as account number, credit card number (if applicable), expiry date and billing address);
- Login information, including information required to create a user account at ANTARCTIQ (such as login ID/email address, username, password);
- Customer feedback, including information you share with ANTARCTIQ about your experience with ANTARCTIQ products and services (such as your comments and suggestions, testimonials and other feedback related to ANTARCTIQ products);
- Customer-generated content, including content (such as photos, videos and personal stories) that you create and then share with ANTARCTIQ (and potentially others) by uploading it to an ANTARCTIQ site or by making it available by email from ANTARCTIQ.

4.2 ANTARCTIQ processes data we collect when you use an ANTARCTIQ site:

We use cookies and other tracking technologies to collect certain information when you visits an ANTARCTIQ site. See our "Cookie policy" on our website <https://antarctiq.com> for more information about these technologies and your rights regarding this.

#### 4.3 ANTARCTIQ processes data we collect from other sources:

We may collect information about you from other legitimate sources to provide you with our products and services. Examples of such sources include third-party data collectors, promotional partners of ANTARCTIQ, public sources and third-party social networks. Such information may include the following:

-personal contact information;

-any personal data which is part of your profile at a third-party social network (e.g. Facebook) and may be shared with us by that social network (such as your name, email address, gender, birthday, municipality/city, profile picture, username and friends list). More information about the data we may collect can be found on the website of the relevant social network.

4.4 ANTARCTIQ may also obtain personal data when we acquire other companies

4.5 ANTARCTIQ never knowingly collects personal data from children under 12 years of age. If ANTARCTIQ discovers that it has inadvertently collected personal data from a child under 12 years of age, it will as soon as reasonably possible remove it from its files. ANTARCTIQ may, however, disclose personal data of children under 12 years of age directly through a parent or guardian and therefore with their explicit consent.

### **5. Who receives and/or processes your personal data (apart from ANTARCTIQ)?**

**ANTARCTIQ may share your personal data with third parties, but only in the following cases:**

#### 5.1 With related companies

ANTARCTIQ may share your personal data for legitimate business purposes (e.g. to process orders, handle complaints, etc.) to its related companies and/or subsidiary companies.

#### 5.2 With service providers

ANTARCTIQ may use service providers, representatives or contractors to provide services on behalf of ANTARCTIQ. It is possible that in the course of providing these services, they may access or need to process your personal data.

ANTARCTIQ requires by written agreement from such third parties, which may be located in a country other than the country in which you use the ANTARCTIQ site or service, that they comply with all relevant data protection laws and security requirements relating to your personal data.

#### 5.3 Partners

ANTARCTIQ may run joint programmes or promotions with another company and, as part of your involvement in the activity, collect and use your personal data. Your personal data will only be shared with another company if you have signed up to receive information directly from that company. ANTARCTIQ recommends that you read the privacy statement of such companies before sharing your personal data. If you do not want your personal data to be collected by or shared with any company other than ANTARCTIQ, you can always choose not to participate in such activities. If you sign up to receive communications from such a company, please remember that you always have the right to unsubscribe, in which case you should contact that company directly.

#### 5.4 Legal requirements

ANTARCTIQ may disclose your personal data if it is required to do so by law or if ANTARCTIQ judges in good faith that such disclosure is reasonably necessary to comply with legal processes or respond to any claims.

#### 5.5 Business transfer

In the event of a full or partial merger with or a full or partial acquisition of ANTARCTIQ by another company, the acquirer would have access to the information disclosed by that entity of ANTARCTIQ. Such information may contain personal data.

### **6. Where and how long do we keep your personal data?**

6.1 In order to secure your personal data, ANTARCTIQ has implemented a number of measures, including a secure business environment. ANTARCTIQ stores your data in secure operating environments that are only accessible to employees, representatives and contractors of ANTARCTIQ on a need-to-know basis. ANTARCTIQ also follows industry generally accepted standards in this regard. Please note that these safeguards do not apply to personal data you share on public places, such as community websites.

6.2 ANTARCTIQ will not retain your personal data longer than necessary for the stated purpose, taking into account our need to answer questions and solve problems, improve services and offer new services, and comply with legal requirements. This means that we may keep your personal data for a reasonable period of time. When the personal data we collect is no longer required, we will destroy or delete it in a secure manner.

## **7. What are your rights?**

7.1 You have the right to request ANTARCTIQ to:

- inspection of your personal data;
- correction or deletion of your personal data;
- restriction of the processing that relates to you.

7.2 If the processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. However, withdrawing your consent does not operate retroactive and does not affect the lawfulness of the processing based on your consent prior to its withdrawal thereof.

7.3 You have the right to complain to the Data Protection Authority:

<https://www.gegevensbeschermingsautoriteit.be>.

7.4 The exercise of the above rights is subject to the requirements and conditions set out in the GDPR.

7.5 To exercise the above rights, you may simply send a request to ANTARCTIQ at [info@antarctiq.com](mailto:info@antarctiq.com) requiring you to identify yourself adequately.

## **8. What are our obligations?**

8.1 ANTARCTIQ takes all appropriate security measures to protect your personal data. This includes the necessary measures regarding access control, encryption, physical and operational security, in particular in relation to the Website and the servers of ANTARCTIQ.

8.2 ANTARCTIQ cooperates with the competent data protection authorities at their request.

## **9. Contact?**

By phone: +32 (0)3 369 78 74

By e-mail: [info@antarctiq.com](mailto:info@antarctiq.com)

By letter: *ANTARCTIQ, attn. Administration, Meerseweg 135A, 2321 Meer, Belgium*