Privacy Policy

Easy Scale Media values your privacy. In this privacy statement, Easy Scale Media will inform you about how it handles your personal data.

Contact Information

Fashion Media B.V., operating under the name Easy Scale Media, is the data controller and is located at (6229GJ) Maastricht (NL) on the Gelissendomein 8 bus 10. You can reach us by phone at +32 472 82 34 72 or by email at info@easyscalemedia.com

Individuals to whom this statement applies

This privacy statement applies to all individuals whose personal data is processed by Easy Scale Media, except for individuals employed by Easy Scale Media, applicants, and external consultants.

Personal data processed by Easy Scale Media

Easy Scale Media processes the following personal data provided by you:

- Contact details and other direct and indirect personal data necessary for the execution of the assignment entrusted to Easy Scale Media;
- Contact details and other direct or indirect personal data submitted via contact forms or other web forms;
- Contact details provided during introductory meetings, events, etc., such as details on business cards.

Easy Scale Media processes the following personal data obtained via or generated by our website, electronic newsletters, commercial e-mails, or related technologies:

- IP address;
- Your browsing behaviour on the website, such as data about your first visit, previous visit, and current visit, the pages viewed, and how you navigate the website; • Whether you open a newsletter or commercial email and on which parts you click.

Easy Scale Media processes the following personal data obtained from other sources:

- Personal data available on public social media platforms such as LinkedIn; • Direct or indirect personal data obtained from public registers such as the Dutch Chamber of Commerce register;
- Direct or indirect personal data available on public business websites.

Easy Scale Media may also process special and/or sensitive personal data. This will only be done after obtaining your explicit consent, clearly stating which specific special and/or sensitive personal data is being processed and for what specific purpose.

Easy Scale Media does not intend to collect data from individuals under the age of 16 unless they have the consent of their legal representative. We cannot verify the age of visitors. We encourage parents to be involved in their children's online activities to prevent data collection without parental consent. If you suspect that Easy Scale Media

has collected personal data about a person under the age of 16 without such consent, please contact us at info@easyscalemedia.com.
The Easy Scale Media website contains hyperlinks to third-party websites and social media buttons. Easy Scale Media is not responsible for the content of those websites or the services of those social media platforms, nor is Easy Scale Media responsible for the privacy policies or cookie use on those websites or platforms.

Use of personal data

Easy Scale Media uses your personal data for various purposes, including:

- Executing an agreement where you have engaged Easy Scale Media to provide services. If you are a customer, we have received your details. We may ask for your name, company name, phone number, address, Chamber of Commerce number, email address, and bank account number. Your data is used exclusively for our administration and for the execution of the given assignment.
- Complying with legal obligations.
- Maintaining contact with you. Your contact details are stored in our client system and may be used for sending newsletters, updates, and requested information. • Improving and securing our website.
- Generating user statistics. Website user statistics help us understand the number of visitors, visit duration, which parts of the website are viewed, and click behaviour. The reports are generic and do not contain information about individual users. We use the data to improve the website.

Retention period

Your personal data is not retained longer than necessary to achieve the purposes for which the data was collected. We apply the following retention periods:

- For personal data stored for the execution of assignments: 2 years
- For personal data stored to maintain contact after completing the assignment: 2 years.
- For personal data stored to generate user statistics and improve and secure our website: 2 years.

Personal data we administer under Article 52 of the Dutch General Tax Act must be retained for seven years.

Legal basis for processing

A data controller may only process personal data if this is based on one of the legal grounds listed in Article 6(1) of the General Data Protection Regulation (GDPR). The three legal grounds Easy Scale Media relies on are:

- Consent: If we have requested your consent to process your personal data and you have provided it, you always have the right to withdraw this consent. • Contract: When you engage us to provide services, we process personal data as necessary to fulfil the assignment.

- Legitimate interest: Easy Scale Media may process personal data when it has a legitimate interest, provided it does not disproportionately infringe on your privacy. For instance, we use your contact details to invite you to events.

We only process your sensitive personal data if you have given explicit consent.

Processors and third parties

We may engage service providers (processors) to process your personal data solely on our behalf. We sign processor agreements with these parties in compliance with GDPR requirements.

Examples include service providers offering hosting services, ICT support to secure and stabilize systems, and third-party services for sending newsletters and commercial emails.

It may also be necessary to share your personal data with third parties for executing assignments. Personal data may also be disclosed during a reorganization, merger, or sale of our business.

Security

Securing your data is very important to us. We ensure your data is well-protected and do not share it with other companies or organizations unless necessary for our administration, the execution of the agreement, or as required by law.

Transfers outside the European Economic Area (EEA)

In certain cases, your personal data may be transferred to parties outside the EEA. This may be necessary for the execution of assignments. For sending newsletters, mailings, and processing data submitted via our website forms, we may use service providers located outside the EEA.

Under the GDPR, personal data can only be transferred to parties outside the EEA if an adequate level of data protection is guaranteed or if a specific exemption applies. Easy Scale Media ensures the necessary additional protection.

Easy Scale Media shares personal data with parties in the United States. For parties adhering to the Data Privacy Framework, transfers of your personal data are permitted without additional legal and technical measures.

Rights

Each individual has certain rights under the GDPR regarding their personal data. These include:

- Receiving an explanation of what personal data we have and what we do with it; • Access to the exact personal data we hold;
- Correcting errors and deleting outdated personal data;
- Withdrawing consent;
- Objecting to a specific use of personal data.

For all these requests, please contact us via +32 472 82 34 72 or by email at

info@easyscalemedia.com.

Complaints

If you have complaints about how we handle your personal data, please contact us by emailing info@easyscalemedia.com. or calling +32 472 82 34 72. We are happy to help resolve the issue. If we cannot find a solution, you can file a complaint with the Dutch Data Protection Authority (*Autoriteit Persoonsgegevens, Ap*).

Changes

When our (online) services change, we must also update this privacy statement. Always check the date above and regularly review for new versions. We will do our best to announce changes separately.