

POLICY REGARDING THE PROTECTION OF PERSONAL DATA

ADDRETAIL carries out its activities with respect for your privacy, particularly regarding the processing of your personal data.

These privacy rules explain how and for what purposes we collect and use your data. We also inform you of the rights you have concerning the processing of your personal data and how you can exercise them.

ADDRETAIL processes your personal data in accordance with data protection legislation. This includes the General Data Protection Regulation (Regulation 2016/679 ("GDPR")) and national data protection laws, including the Act of 30 July 2018 concerning the protection of natural persons with regard to the processing of personal data.

1. Data Controller

ADDRETAIL is the data controller within the meaning of the GDPR.

For any questions regarding the processing of your personal data or to exercise your GDPR-guaranteed rights, you can contact us at the following address:

ADDRETAIL NV
Jan Emiel Mommaertslaan 22, box 1
1831 Machelen
BCE 641.968.962
Email: dataprivacy@addretail.com

2. Who are these privacy rules intended for?

These privacy rules apply to the following categories of individuals:

- Visitors to our website <https://addretail.com>;
- Individuals who contact us via the email addresses listed on our website;
- Individuals applying for a job.

3. What personal data does ADDRETAIL collect and process?

These privacy rules apply only to “personal data” or “data of a personal nature” as defined by the GDPR.

By “personal data” we mean data relating to an identified or identifiable person, directly or indirectly, which (i) you provide to us yourself or (ii) are generated through your use of our services or your activity on our website.

Specifically:

- a) We collect personal data you provide when contacting us via the email address on our website (info@addretail.com), such as basic identification information (name, first name, and email address) and optional information such as position, company, address, phone number, and/or fax.
- b) If you apply for a position at ADDRETAIL, we collect your identification data and your curriculum vitae.
- c) When you visit our website, we collect information as described in the cookie policy.

4. Purpose of collecting and processing personal data

The data provided to or collected by ADDRETAIL is processed only for the following purposes:

- To follow up on messages sent by website visitors to our email address for information;
- To follow up on job applications;
- To measure the number of visitors to different sections of the website and ensure the site is as efficient and comfortable as possible;
- To send targeted advertising or information about ADDRETAIL activities and/or products (newsletters). ADDRETAIL has a legitimate interest in promoting its services to individuals who have contacted it or shown interest in its activities. Targeted advertising is sent with prior consent, except if there is already a contractual relationship with ADDRETAIL.

5. To whom can your data be disclosed?

As a general rule, personal data collected via our website or through agreements we conclude is intended solely for our use.

However, ADDRETAIL reserves the right to entrust the hosting or processing of your personal data to subcontractors who provide guarantees of reliability and security and with whom ADDRETAIL has signed a confidentiality agreement.

Subcontractors or service providers may only process your data according to our instructions and in accordance with these privacy rules.

We may also transfer your personal data to administrative, police, or judicial authorities or other third parties if required by law or by an explicit order from such authorities. Except in these cases, ADDRETAIL does not share any personal data, pseudonymized or not, with third parties.

6. How long do we keep your data?

Generally, we retain your data for a maximum of 2 years from the last interaction, subject to exercising your rights as described in section 7.

However, if contacts led to the signing of a contract between parties, we retain your data for the duration necessary to execute the contract or follow up on the commercial relationship, plus an additional 10 years after the contract ends, for archiving and financial management purposes, or to assert our rights in court in case of a dispute by you or a third party related to your contract.

7. What are your rights regarding the processing of your personal data?

As a person involved in the processing of personal data, you may exercise the following rights:

Right of access:

Where permitted by law, you can ask ADDRETAIL to confirm whether it is processing your personal data and, if so, access it.

Access can only be granted if ADDRETAIL can reliably identify you based on the information it holds.

Each access request must be accompanied by a copy of your identity card. ADDRETAIL has 30 days to respond, starting from when it has all necessary information to fulfill your request.

Right to rectification:

You may request ADDRETAIL to correct incomplete or inaccurate data concerning you free of charge.

Right to withdraw consent:

Where permitted by law, you may inform ADDRETAIL that you withdraw consent for the use of identification or contact data you have voluntarily provided in connection with your visit to the website, noting that withdrawal does not affect the lawfulness of processing before consent was withdrawn.

Right to erasure:

You may request deletion of your personal data when:

- It is no longer necessary for the purposes for which it was collected or processed;
- Processing was solely based on your consent, and you withdraw that consent;
- Retention is no longer required under a contract or legal obligation.

Right to object:

You always have the right to object, free of charge and without giving a reason, to the use of your personal data for direct marketing purposes.

You can unsubscribe from newsletters at any time using the link in the email or by sending a request to dataprivacy@addretail.com.

Filing a complaint:

If you believe your rights regarding personal data processing have not been respected by ADDRETAIL, you can file a complaint via dataprivacy@addretail.com or, if unsatisfied, with the Data Protection Authority (formerly the Belgian Privacy Commission).