

COOKIE PRIVACY POLICY

1. Introduction

When you visit our website, we collect data about your browser, IP address, and more. We do this to make your experience on our website as efficient and comfortable as possible and to protect our IT system from attacks and other illegal activities.

This information is collected in compliance with applicable data protection legislation, in particular the General Data Protection Regulation (Regulation 2016/679) of 25 May 2018 (“**GDPR**”) and Directive 2002/58/EC on privacy and electronic communications (“**ePrivacy Directive**”).

2. Who is this policy for?

This policy applies to all visitors of our website.

3. Who processes your personal data?

The data controller responsible for processing your personal data is **ADDRETAIL NV**, registered office: Jan Emiel Mommaertslaan 22, box 1, 1831 Diegem, Belgium, registered with the Crossroads Bank for Enterprises (KBO) under number **0641.968.962**.

All questions or requests related to the processing of your personal data may be sent to:

 dataprivacy@addretail.com

ADDRETAIL, the operator of this website, uses cookies on <https://addretail.com>.

The data controller at ADDRETAIL has appointed a **Data Protection Officer (DPO)**, Mr. **Vincent BECKER**, who independently monitors the internal application of data protection rules and liaises with supervisory authorities.

Contact details of the DPO:

Vincent BECKER

Louizalaan 523

1050 Ixelles (Elsene)

 +32 474 78 20 38

4. What exactly are cookies?

Cookies are text files that contain certain information downloaded onto your device when you visit a website. These cookies are sent back to the originating website — or to another website that recognizes them — on subsequent visits.

Cookies are useful because they allow a website to recognize a user's device and often improve the user's online experience.

There are two main categories of cookies:

- **Essential and functional cookies**, and
- **Non-functional cookies**.

Cookies can also be classified by their **duration** and **origin**:

Cookies by duration

- **Permanent cookies:** remain stored on your device after the session ends, until their expiry date or until you delete them manually. They are used to collect user identification data such as browsing behaviour or preferences for a specific website.
- **Session cookies:** last only for the duration of your visit and are deleted when you close your browser.

Cookies by origin

- **First-party cookies:** belong to the website you visit and are fully controlled by it. No data is shared with third parties.
- **Third-party cookies:** are linked to third-party activities, for example through images or banners from external sources.

Most browsers (e.g. Chrome, Firefox, Safari, Internet Explorer) support cookies. Users can configure their browser to disable or delete cookies.

5. What cookies does our website use and for what purpose?

Cookies serve various functions: they make navigation more efficient, remember your preferences (e.g. language), and generally enhance your user experience. They can also make advertising more relevant to your interests.

When you visit our website, we use both **essential** and **non-essential** cookies, including functional and analytical ones.

1. Essential cookies

These cookies are technically necessary for the proper functioning of the website. They allow you to navigate and use key features (e.g. assigning requests from the same user to the same server).

A full list of cookies is available in the cookie information banner on our website.

2. Non-essential cookies

a. Functional cookies:

These are required for communication over an electronic network or for providing a service you explicitly requested (e.g. storing data entered in forms, authentication cookies during a session, permanent cookies for preferences such as language or cookie settings).

Your consent is *not* required for these cookies, but they are only placed after you've made a choice in the cookie banner.

They expire after 2 days. If you select "Remember me," the login cookie is stored for 2 weeks. If you log out, the cookie is deleted.

b. Analytical cookies:

These collect information about how you use our website (e.g. most visited pages, visit duration). This helps us improve functionality (e.g. fixing error messages) and understand which pages are most successful.

These cookies store non-identifiable data and are set by third parties.

They require your **prior consent** and are included in the cookie banner list.

6. Which third-party cookies do we use?

We also use, or allow third parties to use, cookies belonging to the categories described above — for example:

- **Third-party analytical cookies** (to monitor website traffic)
- **Third-party cookies** for market research or website improvement

ADDRETAIL is not responsible for the content of third-party disclaimers or cookies.

These cookies require your **prior consent**, which is requested when you first visit our website.

Example:

Visitor analytics → **Google Analytics**

Privacy policy: <https://support.google.com/analytics/answer/6004245?hl=en>

Opt-out link: <https://tools.google.com/dlpage/gaoptout?hl=fr>

7. Purpose and legal basis for processing

7.1 Functional cookies

We use functional cookies under our **legitimate interests** (Article 6(1)(f) GDPR), specifically to:

- a) Measure and optimize website performance for better usability;
- b) Provide a powerful, tailored interface for visitors;
- c) Use aggregated or anonymized data for statistical analysis.

We always strive to balance our need to process data with your rights and freedoms, including your privacy.

7.2 Non-functional cookies

We use non-functional cookies with your **consent** (Article 6(1)(a) GDPR), specifically to:

- a) Evaluate and optimize the quality and usability of our online services;
- b) Build customer or prospect segments and marketing profiles for targeted communication.

8. Your rights regarding cookie acceptance and management

When you visit our site, a pop-up appears to inform you about cookie use. You can choose to accept or reject individual cookies — except for functional ones, which are required.

Cookies are stored on your device only if you allow them. You can accept or refuse non-functional cookies from <https://addretail.com>.

At any time, you can configure your browser to notify you when a cookie is created or to systematically accept or refuse cookies.

Here's how to manage cookies for different browsers:

- **Safari:** [Safari Help](#)
- **Firefox:** [Firefox Help](#)
- **Google Chrome:** [Chrome Help](#)
- **Internet Explorer:** [IE Help](#)

You or any user of your device can withdraw consent at any time by changing browser settings.

9. Do third parties have access to the cookies?

No.

10. Your rights regarding personal data

As described in our Privacy Charter, you may exercise the following rights by contacting us at dataprivacy@addretail.com:

- **Right of access:** You may request confirmation that we process your data and access it (with proof of identity).
- **Right to rectification:** You may request correction of incomplete or inaccurate data free of charge.
- **Right to withdraw consent:** You may withdraw your consent for cookie processing at any time, without affecting prior lawful processing.
- **Right to erasure:** You may request deletion of your data when it's no longer necessary, when consent is withdrawn, when deletion is required by law, or when processing was unlawful.
- **Right to object:** You may always object, free of charge, to the use of your data for direct marketing.

Complaints:

If you believe your data rights have not been respected, you may file a complaint via dataprivacy@addretail.com or with the competent Data Protection Authority.

11. Linked websites

We are not responsible for the privacy practices of other websites, even if you accessed them via links on our site. We recommend checking the privacy policy of each website you visit and contacting their owners if you have questions.

12. Changes to this policy

We reserve the right to modify or update this policy at any time without prior notice. If we do so, we will publish the changes on this page. You are free to review the policy each time you visit our website.