

## **WEBSITE VISITOR**

When you visit the website [sporthousegroup.com](https://sporthousegroup.com), Sporthouse Group (hereinafter: Sporthouse) processes your personal data.

### **Why do we collect your personal data?**

We collect and process your personal data for the following purposes:

- Communication when you contact us via this website or another digital channel (based on your implicit consent);
- Handling your questions, requests, and complaints regarding privacy.

### **Personal data we collect**

In the context of communication (contact, questions, requests, and complaints) we conduct with you (via our website, email, or other digital channels), we may process your name, email address, phone number, or other data you provide to us.

### **What is the legal basis for processing your personal data?**

Sporthouse processes your data related to your visit to our website, mostly based on your explicit or implicit consent.

Processing based on your consent includes:

- Communication when you contact us via this website or another digital channel;
- Handling your questions, requests, and complaints regarding privacy.

### **How did we obtain your personal data?**

We obtain personal data because you provide it to us via the contact form on the website.

## **With whom do we share your personal data?**

Sporthouse does not share your personal data with third parties unless:

To third parties supporting our services (as processors):

- Some of our databases are accessible to third parties working on our behalf who assist us in delivering our products and services. For example, hosting our website or providing our communication platforms. In all these cases, data transfer is only for purposes for which Sporthouse processes your data and is limited to the data necessary for them to perform their tasks on our behalf. We ensure that they, like us, manage your data securely, respectfully, and responsibly, and we provide adequate contractual safeguards for this purpose.

To third parties not working on our behalf:

- In these cases, the transfer of personal data to a third party is based on a legal obligation, your (explicit) consent, or our legitimate interest. You will always be transparently informed about this (except in legally provided exceptions).

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

We commit to not retaining your personal data longer than necessary to achieve the aforementioned purposes. Communication via our website, email, or other digital channels is systematically archived and deleted once the communication is completed, and the archiving process for email or social media is finished.

## **Is there automated decision-making?**

Sporthouse does not perform any automated decision-making actions based on the above personal data processing. Thus, no decisions are made automatically that have legal or other significant consequences for you as a person.

## How do we secure your personal data?

Sporthouse makes every effort to continuously guarantee the accessibility, confidentiality, and integrity of your personal data. To protect your personal data, Sporthouse has taken necessary measures, including carefully selecting and limiting the number of employees who have access to your data. Additionally, the impact on your privacy is always analyzed to ensure your rights, security, and data protection. We implement both technical measures and train our employees to ensure the confidentiality, integrity, and availability of your data. If an incident involving your personal data occurs unexpectedly, Sporthouse will notify you according to legally prescribed conditions.

## Your privacy rights

You always have the option to contact Sporthouse regarding the exercise of your rights, specifically for:

- Accessing your personal data
- Transferring your personal data
- Correcting (rectifying) your personal data if it is incorrect or incomplete
- Temporarily or permanently restricting the processing of your personal data
- Deleting your personal data

We want to point out that data protection and privacy legislation imposes certain conditions on the exercise of the above rights. This means that, depending on the situation, you may or may not be able to invoke certain rights. Sporthouse will always adhere to the general legal provisions in this context.

## Contact details

This privacy statement is issued by Sporthouse Group NV, with its registered office at Harensesteenweg 230, 1800 Vilvoorde and registered in the KBO under company number BE 0675.669.633. You can always contact us with questions, comments, or complaints by sending an email to the following email address: [invoice@sporthousegroup.com](mailto:invoice@sporthousegroup.com)

If you have a complaint, we prefer that you first contact us so that we can address it together. However, you also have the right to file a complaint with the data protection authority (formerly the privacy commission).

## Modification of the privacy statement

Sporthouse reserves the right to modify this privacy statement from time to time, within the limitations of applicable privacy and data protection regulations.