

## **PRIVACY POLICY**

### Prefamac Chocolate Machines VALUES YOUR PRIVACY

This privacy policy applies to (i) the personal data that Prefamac Chocolate Machines NV, having its registered office at Dellestraat 11-11A, 3560 Lummen (CBE 0553.805.563) (hereinafter referred to as "Prefamac Chocolate Machines" or "we") collects via the website [www.prefamac.com](http://www.prefamac.com) ("Website"), or in connection with events, or in connection with the performance of an agreement, and (ii) the use of personal data by us, for (personalised) marketing purposes.

We hope this privacy policy will help you understand what personal data Prefamac Chocolate Machines may collect from you and how we handle and use such information after it is collected.

Your privacy is extremely important to Prefamac Chocolate Machines. Although you will be able to access most of the information on this website without having to provide personal data, it is possible that you will be asked for personal data: e.g. when subscribing to our newsletter, when completing our contact form or when responding to a vacancy.

#### **1. What personal data do we collect from you?**

Personal data that you communicate to us:

- When you visit the website, we automatically obtain technical information (e.g. your TCP / IP address; your browser system and the last visited internet page);
- When you receive our newsletter or complete our contact form: your first name, surname and email address;
- During the performance of an agreement: your invoicing data;

#### **2. How do we collect your personal data?**

We collect your personal data in various ways:

- By means of cookies (see Cookie Policy),
- By means of a registration form on the website,
- When concluding an agreement with Prefamac Chocolate Machines.

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

We collect technical information to maintain and improve the website and compile anonymous visitor statistics.

We further collect your personal data for the purpose of (i) providing services to you and/or (ii) sending you a newsletter and/or (personalised) marketing.

#### **4. Are we permitted to process your personal data? (legal basis)**

We are permitted to process your technical information because, on the one hand, you consent to this by using the "cookie banner" (Cookie Policy) and, on the other hand, because it is part of our legitimate interest to continuously improve our website and services.

We may process your personal data in connection with the performance of the agreement concluded with you.

Finally, we may also process your personal data to send you a newsletter and/or (personalised) marketing. We would like to keep you informed about the activities of Prefamac Chocolate Machines: possible invitations to events, commercial campaigns, etc. We can do the above based either on your consent, or on our legitimate interest to inform our customers.

#### **5. Do we share your personal data with third parties?**

Your personal data will be shared with third party recipients if this is required to achieve the intended purposes: for example, the host of our website, the bank/payment service provider, the printer, online advertisements (technical set up). We guarantee that all third party recipients will take the necessary technical and organisational measures to protect your personal data.

Your personal data will therefore not be shared with third parties for commercial purposes.

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

Your personal data will only be processed for as long as necessary to achieve the purposes. They will therefore be retained for the time required to achieve the purposes or to comply with legal requirements (e.g. accounting purposes).

#### **7. What technical and organisational security measures have we implemented for the protection of your personal data?**

We developed security measures that are appropriate at the technical and organisational level to prevent the destruction, loss, falsification, alteration, unauthorised access or accidental disclosure to third parties of personal data, as well as any other unauthorised processing of such personal data: among other things, an SSL certificate, personal data accessible only by the administrator account, etc.

Under no circumstances can we be held liable for any direct or indirect damage resulting from a wrongful or unlawful use of the personal data by a third party.

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

Privacy is extremely important and the General Data Protection Regulation confers certain rights on you as a data subject.

You have the right to access, correct or delete personal data or to restrict or to object to the related processing, as well as the right to data portability.

If you do not wish to receive newsletters or information about our services, you may at any time object to the processing of your personal data for these purposes. You may do so by sending us an email or by contacting us at the email address: [info@prefamac.com](mailto:info@prefamac.com). You may also do this by clicking on the 'unsubscribe' link in our commercial emails.

In case you feel that your privacy has not been respected, you may, in addition, file a complaint with the supervisory authority, i.e. the Belgian Data Protection Authority, Drukpersstraat 35, 1000 Brussels, Tel +32 (0)2 274 48 00, e-mail: [contact@apd-gba.be](mailto:contact@apd-gba.be).

## **9. Accuracy of the information collected**

Prefamac Chocolate Machines will, on its own initiative, correct or delete personal data that is incomplete, incorrect or out of date. You have the right to access and rectify your personal data at any time. We recommend that you keep your contact details and any other information you have entered accurate, complete and up-to-date.

## **10. Contact details**

For all your questions regarding this privacy policy, please contact us at the email address [info@prefamac.com](mailto:info@prefamac.com). We may also request you to identify yourself to ensure that you are who you say you are. Additional identification details may be requested for this purpose. This will enable us to help you more quickly.