

PRIVACY POLICY

1. GUARANTEE CONCERNING THE LEGITIMATE AND SECURE PROCESSING OF PERSONAL DATA

Your privacy comes first.

We – Pubmarket NV – attach great importance to the protection of your privacy. That is why we want to give you as much information as possible, with respect for and control of what happens with your personal data. We want to manage your data securely and respectfully with due care and diligence. We can then better serve you and offer you the best possible experience. We start from the principle that everyone must have control over his/her personal data, and that everyone has the right to not share some of the data with us.

Below you can find information about what personal data we collect, why and for how long. You can also read how you have control of the data. So take the time to go through our privacy policy, cookie policy and the general conditions.

This privacy policy applies for the website www.pubmarket.be and the internal operations of Pubmarket NV. It includes information about the personal data we collect and how we use and process this information.

Fully committed to security.

We have taken technical and organisational measures to ensure the safe processing of your personal data. These measures correspond with the nature of the personal data and are proportionate to the severity of the potential risk. Unfortunately, not every risk can be fully excluded. If illegal access is gained to the IT systems of Pubmarket NV, we will immediately take all possible measures to limit the damage to and/or the theft of the data to a minimum.

2. WHO IS PROTECTED BY THIS PRIVACY POLICY?

This privacy policy applies to all visitors to our website, persons who have registered for our newsletter, persons who have filled in our online contact form, persons who have submitted a request for a quote, our personnel, our suppliers, and our customers. This privacy policy also applies when you come into contact with our services for prospecting purposes or when you visit our office.

3. WHAT DOES 'PROCESSING' DATA MEAN?

We understand 'processing' data as each case of processing personal data. The term 'processing' includes the collection, recording, organisation, saving, updating, changing, retrieving, consulting, using, distributing, or making available in any other way, centralising, combining, archiving, deleting, and the destruction of personal data.

4. WHO PROCESSES THE PERSONAL DATA?

Controller.

Pubmarket NV, with registered office at Lindekensveldstraat 7, 3510 Hasselt, with company registration number 0480.045.971 is responsible for the processing of personal data to which this privacy policy relates.

Pubmarket NV is therefore the controller and determines which personal data are collected, for what purpose they are collected, and which means are used to collect the data.

Processors.

When we use subcontractors to process data, this will always take place in line with the purposes to which this privacy policy relates. We will also always provide clear instructions about the processing, and stipulate in a processing contract that processing must take place in conformity with this privacy policy.

5. WHAT PERSONAL DATA DO WE PROCESS?

'Personal data' are the data concerning an identifiable person. You may have provided these data yourself by, for example, filling in a form on our website. We can also assign data to you that we have obtained through cooperation, including data we have received through third parties.

All data that we collect can be combined. We commit ourselves to only process data that are required for the purposes to which this privacy policy relates.

In this respect the following types of personal data can be processed among others:

- identification details such as first name, surname, email address, telephone number and address details;
- data on training, profession, and position;
- the identification and financial data on the company for which you work.

6. HOW DO WE COLLECT YOUR PERSONAL DATA?

We can collect personal data with or within the context of means such as:

- a visit to our website;
- downloading information on our website;
- filling in and sending a contact form;
- registration for our newsletter (through the website or otherwise);
- sending an email;
- exchanging business cards;
- carrying out a prospecting order;
- the preparation and/or conclusion of a contract of cooperation.

7. WHAT DO WE USE YOUR PERSONAL DATA FOR?

We process personal data for various purposes, whereby each time only data that are required to achieve the intended purpose are processed.

We use personal data:

- when we have been given permission for this;
- in the context of the preparation or execution of a contract;
- to comply with legal or regulatory provisions to which we are subjected.

When Pubmarket NV has a legitimate interest, we always strive for a balance between the interest and respecting the privacy of the person concerned.

Subject to being given permission, to the extent required, we collect personal data for the following concrete objectives:

- the execution of an agreement with Pubmarket NV;
- carrying out specific marketing campaigns (based on your interests);
- sending invoices and collecting payments;
- optimising the quality, the content, and the management of the website;
- statistical purposes;
- making a quotation;
- answering a specific question and/or providing information;
- carrying out customer satisfaction investigations, surveys, and other market research.

When visiting our website data are collected for statistical purposes. They are used to optimise our website. These data include: IP address, presumed place of visit, time and date of the visit and which pages were visited. When you visit the website you declare to consent to this data collection information that is only intended for statistical purposes.

8. MAKING YOUR PERSONAL DATA AVAILABLE TO THIRD PARTIES.

We will not make your personal data available to third parties unless this is needed for our service and its improvement (such as but not limited to: maintenance work, processing of payments, database management, etc.).

If it is necessary to make your personal data available to third parties, this third party is bound to use your personal data in compliance with the provisions of this privacy policy.

It is also possible that we make your personal data available:

- to the competent authorities when we are compelled to do this by law or within the context of (future) legal proceedings and to protect and defend our rights;
- for processing the personal data within the context of the purposes described in this privacy policy by a subcontractor.

In all other cases we will not share, lease, or sell your personal data to third parties unless we have obtained your explicit permission for this.

We will always conclude a processing agreement with the party concerned which includes the necessary guarantees concerning confidentiality and privacy conformity relating to your personal data.

9. PROTECTION OF YOUR PERSONAL DATA.

We bind ourselves to take technical and organisational precautionary measures to prevent illegal access to your personal data and the loss, misuse or changing of the data.

Despite our security policy, the controls we carry out and the action we take in this respect, an infallible level of security cannot be guaranteed. No method of transfer or sending on the internet or method of electronic storage is 100 percent safe. As a result, we can give no absolute guarantee of security.

We do, however, make every effort to protect your personal data and privacy, both within our network and at our office.

Our employees are trained to work correctly with confidential data. We use specialised companies which ensure the security of our ICT network and cloud services.

Moreover, we take all sorts of technical measures to protect your personal data such as firewalls, antivirus software, encryption, and access control.

Should a data leak occur with unfavourable consequences for your personal data, you will be informed under the conditions determined by law.

Our employees are given access to your personal data to the extent they require the data to appropriately carry out their work.

Our website sometimes includes links to third party websites (social media, organisers of events that we sponsor) of which the conditions for use are not covered by this privacy policy. Make sure that you also carefully read their own policy concerning the protection of your personal data.

10. SAVING YOUR PERSONAL DATA.

Unless a longer retention period is required or justified by law or by compliance with another legal obligation, we only save your personal data for the period required to achieve the purposes as described in this privacy policy.

The retention period can therefore differ depending on the purpose. To comply with our legal obligations, we are for example bound to keep your invoice information for a maximum of 7 years. There is obviously only limited access to these archived data.

After the applicable retention period(s) personal data are made anonymous or deleted.

11. YOUR PRIVACY RIGHTS.

You can always exercise the following privacy rights:

- recht op toegang tot de persoonsgegevens die we over jou ter beschikking hebben;
- right to access the personal data on you that we have available;
- right to the correction, completion, or adaptation of your personal data;
- right to scrap your personal data;
- right to the restriction of the processing of your personal data;
- right to transferability of your personal data;
- right to object to the processing of your personal data.

When you want to exercise your privacy rights as determined above, send an email to gdpr@pubmarket.be.

We will act upon your request within one month of receiving the request.

If you no longer wish to receive newsletters or information about our services, you can unsubscribe at any time by clicking on the 'unsubscribe' link at the bottom of each newsletter from Pubmarket NV.

12. CROSS-BORDER PROCESSING OF YOUR PERSONAL DATA.

Each transfer of personal data outside the European Economic Area (EEA) to a party with place of residence or registered office in a country not covered by an adequacy decision pronounced by the European Commission will be managed by provisions in a data transfer agreement that will contain the standard contractual clauses, as determined in the 'Decision of the European Commission of 5 February 2010 (Decision 2010/87/EC)', or another mechanism on the basis of the privacy law or other regulations relating to the processing of personal data.

13. PRIVACY POLICY UPDATES.

Pubmarket NV has the right to update this privacy policy by publishing a new version on the website. It is advised to regularly consult the website and the page on which the privacy policy is displayed to stay informed of any changes.

14. CONTACT US.

If you have any questions about the privacy policy or how we collect, use, or process your personal data, contact us by email: gdpr@pubmarket.be.

Latest update: 09/05/2018