

## Vekemans bvba Privacy statement

Vekemans bvba processes personal information in compliance with this privacy statement. For further information, questions or comments on our privacy policy, please contact [privacy@bertoy.com](mailto:privacy@bertoy.com)

### ***Purposes of the processing***

Vekemans bvba collects and processes customers' personal data for customer and order management (customer administration, order/delivery follow-up, invoicing, solvency follow-up and the sending of marketing and personalised advertising).

### ***Legal foundation for the processing***

Personal data is processed based on Article 6.1. (f) (required for the protection of our legitimate interest in entrepreneurship)] of the General Data Protection Act.

### ***Transfer to third parties***

If required to achieve the set purposes, the customers' personal data will be shared with other companies (in the Vekemans bvba group) within the European Economic Area, which are linked directly or indirectly with Vekemans bvba or with any other partner of Vekemans bvba.

Vekemans bvba guarantees that these recipients will take the necessary technical and organisational measures for the protection of personal data.

### ***Retention period***

Personal data processed for customer management will be stored for the time necessary to satisfy legal requirements (in terms of bookkeeping, among others).

### ***Right to inspection, improvement, deletion, limitation, objection and transferability of personal data***

The customer has at all times the right to inspect their personal data and can have it improved/improve it should it be incorrect or incomplete, have it removed, limit its processing an object to the processing of their personal data based on Article 6.1 (f), including profiling based on said provisions.

Furthermore, the customer is entitled to obtain a copy (in a structured, standard and mechanically readable form) of their personal data and to have said personal data forwarded to another company.

In order to exercise the aforementioned rights, the customer is requested to:

- Adjust the settings of their customer account; and/or
- Send an e-mail the following address: [privacy@bertoy.com](mailto:privacy@bertoy.com).

### ***Direct marketing***

The customer is entitled to object free of charge to the processing of any processing of their personal data aimed at direct marketing.

### ***Complaint***

The customer has the right to file a complaint with the Belgian Privacy Protection Commission (35 Rue de la Presse, 1000 Brussels - [commission@privacycommission.be](mailto:commission@privacycommission.be)).