

PRIVACY STATEMENT – The Retail Engine – Het Dienstenkantoor BV (English version)

Het Dienstenkantoor bv, operating under the name The Retail Engine, located at Peremansheidestraat 45, 2220 Heist-op-den-Berg, Belgium, is responsible for the processing of personal data as shown in this privacy statement.

Contact details: <https://www.theretailengine.be> Peremansheidestraat 45, 2220 Heist-op-den-Berg, Belgium – T: +32474869324

Luc Campo is the Data Protection Officer of Het Dienstenkantoor bv. He can be reached at luc@theretailengine.be.

Personal data that we process: Het Dienstenkantoor bv processes your personal data because you use our services and/or because you provide them to us.

Below is an overview of the personal data we process:

First and last name

- Gender
- Date of birth
- Email address
- Other personal data you actively provide, for example by creating a profile on this website, in correspondence, and by phone
- Location data
- Data about your activities on our website
- Data about your browsing behaviour across different websites (for instance, because this company is part of an advertising network)
- Internet browser and device type
- Special and/or sensitive personal data that we process: Our website and/or service does not intend to collect data about website visitors under the age of 16 unless they have permission from parents or guardians. However, we cannot check if a visitor is older than 16. We, therefore, recommend parents to be involved in their children's online activities to prevent data collection about children without parental consent. If you believe that we have collected personal data about a minor without permission, please contact us at luc@theretailengine.be, and we will delete this information.

Purposes and basis on which we process personal data: Het Dienstenkantoor bv processes your personal data for the following purposes:

- Sending our newsletter and/or advertising brochure
- To call or email you if necessary for our services
- To inform you about changes to our services and products
- To offer you the opportunity to create an account
- To deliver goods and services to you

Het Dienstenkantoor bv analyses your behaviour on the website to improve it and to tailor the range of products and services to your preferences.

Automated decision-making: Het Dienstenkantoor bv makes decisions based on automated processing on matters that can have consequences for people. These decisions are made by computer programmes or systems, without a person (for example, an employee of Het Dienstenkantoor bv) being involved.

Het Dienstenkantoor bv uses the following computer programmes or systems: #Hotjar #Google Analytics

How long we store personal data: Het Dienstenkantoor bv does not store your personal data longer than strictly necessary to achieve the purposes for which your data is collected.

We apply the following retention periods for personal data: #maximum of 5 years after entering data

Sharing personal data with third parties:

Het Dienstenkantoor bv only provides to third parties and only if necessary for the execution of our agreement with you or to comply with a legal obligation.

Cookies or similar techniques we use:

Het Dienstenkantoor bv uses functional, analytical, and tracking cookies. A cookie is a small text file stored in the browser of your computer, tablet, or smartphone when you first visit this website. Het Dienstenkantoor bv uses cookies with a purely technical functionality. These ensure that the website works properly and, for example, remember your preferred settings. These cookies are also used to make the website work properly and to optimise it. Additionally, we place cookies that track your browsing behaviour so we can offer tailored content and advertisements.

On your first visit to our website, we already informed you about these cookies and asked for your consent to place them.

You can opt out of cookies by setting your internet browser to no longer store cookies.

Additionally, you can also delete all previously stored information via your browser settings.

Viewing, Modifying, or Deleting Data

You have the right to access, correct, or delete your personal data. You can do this yourself through the personal settings of your account. Additionally, you have the right to withdraw any consent for data processing or to object to the processing of your personal data by our company. You also have the right to data portability. This means that you can submit a request to us to send the personal data we hold about you in a computer file to you or another organisation specified by you.

If you wish to exercise your right to object and/or your right to data portability or if you have any other questions/comments about data processing, please send a specified request to luc@theretailengine.be.

To ensure that the request for access has been made by you, we ask you to send a copy of your ID with the request. Please cover your passport photo in this copy. This is to protect your privacy. The Service Office bv will respond to your request as soon as possible, but at least within four weeks.

The Service Office bv also wants to point out that you have the opportunity to file a complaint with the national privacy commission. You can do this via the following link:

<https://www.privacycommissie.be/klacht.html>

How We Secure Personal Data

The Service Office bv takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure, and unauthorised modification. If you feel that your data is not properly secured or if there are indications of misuse, please contact our customer service or via luc@theretailengine.be.

Luc Campo, 23 October 2023