

PRIVACY STATEMENT HET ADRES

Disclaimer: The Dutch version of this document is the only legally binding version. The English document is for translation purposes only. Wherever the English version differs from the Dutch version, the Dutch version applies.

Introduction

Het Adres takes your privacy very seriously and will process and use data about you (the data subject) in a secure manner. In this Privacy Statement, we will explain to you about the data we process and for what purposes. In addition, you can read in this Privacy Statement about the right to protection of your personal data. We advise you to read this Privacy Statement thoroughly. If you have any questions or remarks, please contact us at info@hetadreswebshop.nl.

Who is Het Adres?

Het Adres is the vennootschap onder firma Het Adres vof, with registered office at (5343AA) Oss listed at the Traderegister of the Dutch Chamber of Commerce under 57551324.

When Het Adres processes your personal data, Het Adres is the data controller.

How does Het Adres use your personal data?

Underneath you will find an overview of the purposes for the processing of your personal data. You will also find a specification of which data Het Adres uses for that specific purpose, the legal basis, and the period of time Het Adres keeps this data. For clarity's sake, we have categorised the purposes.

Services, customer management and financial administration

Purpose:	Financial administration
Information:	Company name, Billing address, Bank details, Outstanding balance
Legal basis:	Legal obligation
Storage period:	As long as necessary for this purpose

Purpose:	Invoicing
Information:	Company name, Billing address, Bank details, Outstanding balance
Legal basis:	Legal obligation
Storage period:	As long as necessary for this purpose

Purpose:	Order Management
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Information: Home address, Delivery address, Billing address, Email, Phone number, Payment information, Account number, Order Number, Complaint content, COC number, VAT number, Customer number

Legal basis: Necessary for the performance of a contract

Storage period: As long as necessary for this purpose

Purpose: Handling complaints about the product

Information: Home address, Delivery address, Billing address, Email, Phone number, Payment information, Account number, Order Number, Complaint content, COC number, VAT number, Customer number

Legal basis: Necessary for the performance of a contract

Storage period: As long as necessary for this purpose

Purpose: Providing the service itself

Information: Home address, Email, Customer file data, Financial data, Data necessary to provide the service, Data generated by the service

Legal basis: Necessary for the performance of a contract

Storage period: As long as necessary for this purpose

Purpose: Handling complaints about the service

Information: Home address, Email, Customer file data, Financial data, Data necessary to provide the service, Data generated by the service

Legal basis: Necessary for the performance of a contract

Storage period: As long as necessary for this purpose

Purpose: CRM

Information: Name, Username, Email, Location, Order history, Social media account, Browser, OS, User ID, Phone number, Profile photo

Legal basis: Legitimate interests

importance: Commercial interests

Storage period: As long as necessary for this purpose

Marketing

Purpose: Direct marketing

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: As long as necessary for this purpose

Purpose: Affiliate marketing

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Newsletter
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Retargeting
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Social media marketing
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Behavioural targeting
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Loyalty program
Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address
Legitimate interests

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: As long as necessary for this purpose

Website

Purpose: Website analytics
Information: Online behaviour, Location
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: A/B testing
Information: Online behaviour, Location
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Account
Information: Name, Address, Email, Username, Password, User ID, Message content
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Purpose: Submitting reviews or messages
Information: Name, Address, Email, Username, Password, User ID, Message content
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Purpose: Chat feature
Information: Name, Address, Email, Username, Password, User ID, Message content
Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Security and fraud prevention

Purpose: Camera surveillance
Information: Security video footage, Security photo footage
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 1 year

Purpose: ID verification
Information: Security video footage, Security photo footage
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 1 year

Purpose: Data security
Information: Security video footage, Security photo
footage
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 1 year

Purpose: Credit check
Information: Security video footage, Security photo
footage
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: maximum 1 year

Research and Development

Purpose: Market research
Information: Lifestyle, Property, Online behaviour, Home address, Email,
Phone number
Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

How did Het Adres obtain your personal data?

Het Adres has obtained your data because you have provided this data to us.

What are your rights?

Under the European General Data Protection Regulation you have a number of rights with regard to your data and the processing thereof:

Access

You may access your personal information and make any necessary changes in your account. If you would like to see which personal data Het Adres has obtained about you, you may exercise your right of access by submitting a request to Het Adres.

Making changes

If you wish to make changes to the personal information that you have seen as a result of a request for access and you are unable to make the changes yourself in your account, you may request that Het Adres makes these changes for you. You may request that Het Adres modifies, corrects, supplements, erases or shields your information.

Restriction of processing of personal data

You also have the right, under certain conditions, to request Het Adres to restrict the processing of your personal data.

Right to object

If processing of personal data is based on 'legitimate interest' of Het Adres or a third party, you have the right to object to that processing.

Data transfer

You have the right to obtain your personal data from Het Adres. Het Adres will provide this in a structured and commonly used format, which can easily be opened using commonly used digital systems. This will also allow you to transfer your data to another provider.

Automated processing

Whenever a decision about you is taken that is completely based on automated processing of your personal data, you have the right to request us to have that decision reviewed by a person. You may always let us know your view on that decision or let us know that you disagree with our decision.

Withdrawing consent

When the legal basis for a particular processing is your consent, you have the right to withdraw that consent. This does not affect data processed in the past, but it does mean that we are then no longer allowed to process this data in the future. As a result, Het Adres may no longer be able to provide you with certain services.

Response from Het Adres

A request can be sent to info@hetadreswebshop.nl. Het Adres will comply with your request as soon as possible and in any event no later than one (1) month after Het Adres has received such a request. If Het Adres rejects your request, we will indicate in our reply why the request is rejected.

Recipients of your personal data

Your data may be transmitted to:

- Data processors
- Parties that are involved in the execution or fulfilment of an agreement between you and Het Adres

- External consultants

Het Adres may be obliged to provide your data to a third party, for example on the basis of a legal obligation.

Forwarding to third countries or international organisations

For (e.g.) technical and operational reasons, it may be necessary to forward your (personal) data to affiliates of Het Adres located outside the European Economic Area. As privacy protection regulations there may not offer the same protection as within the European Economic Area, Het Adres will use the EU Model Clauses to protect your privacy as much as possible. If that is not possible, Het Adres will ask your consent to forward your (personal) data to countries that do not maintain an adequate protection level. You may withdraw your consent at any time.

Automated decision making

Het Adres can use automated decision-making processes based on your data, when you have given us your consent. Based on your profile, you may not be able to purchase on account afterwards. In all cases of automated decision making, you have the rights set out in the section "What are your rights".

What are cookies and how does Het Adres use them?

Cookies are small pieces of (text) information that are sent to your browser when you visit the website of Het Adres and then stored on the hard disk or in the memory of your device (hereinafter "Device"). Cookies placed through the Het Adres website cannot damage your Device or the files stored on it. When we refer to "cookies", we do not only mean these small pieces of (text) information, but also similar techniques by which information is collected, such as, for example, device fingerprinting.

Can changes be made to this Privacy Statement?

This Privacy Statement is subject to changes. We therefore advise you to check the Privacy Statement regularly for any changes.

Questions, remarks, and complaints

If you have any questions regarding this Privacy Statement and the way Het Adres uses your data, please send an e-mail to info@hetadreswebshop.nl. If you have a complaint about the way your data is processed, please send an e-mail to info@hetadreswebshop.nl. Furthermore, you always have the right to contact the competent national data protection supervisor. In

The Netherlands, this is the [Autoriteit Persoonsgegevens](#).