

AUTHORITY BVBA PRIVACY STATEMENT

The protection of your personal data is for Authority BVBA of the utmost importance. In this privacy statement we describe the measures implemented to guarantee the protection of your personal data in accordance with the Belgian privacy legislation and the European General Data Protection Regulation (GDPR). With this explanation we want to inform you clearly how within Authority BVBA we handle your personal data.

This privacy statement was amended most recently on 30 July 2018.

Roles of Authority BVBA ¹

On the one hand, Authority BVBA is the **data controller** for the processing of personal data in the different processes and systems applied or used by Authority BVBA. On the other hand, Authority BVBA as service provider is also **processor** when we dispose of personal data of our customers. As **processor**, we prepare a processing agreement in accordance with the legal provisions, to be read and signed by both parties. It can be included in an existing or in a separate agreement.

Authority BVBA as data controller and/or data processor will implement the necessary technical and organizational measures to protect personal data. As processor, we will always assist the data controller in accordance with our data processing agreement.

Activities of Authority BVBA

- Strategic advice
- Digital Marketing
- Technical developments of web platforms
- Content creation

Social media

Authority BVBA has a company page on LinkedIn and Facebook to inform you about our services, current topics, events, vacancies at Authority BVBA, etc. It is your choice whether or not to follow Authority BVBA on social media.

¹ Article 5, paragraph 1(a)

Newsletters

Authority BVBA also regularly uses newsletters to inform you in a B2B context. This information is based on your position/role within your company and it is in line with the justified interest of our company. If you subscribe to the newsletter, your contact information (see below) is stored in our CRM-database and may be used for activities in accordance with the same principle. With each newsletter you have the possibility to unsubscribe. In that case you will no longer receive any newsletters. Your contact details will be kept in our CRM-application so that we can still continue to provide other services. If you do not want this, you can let us know by using the contact information mentioned below in this statement.

Website & Cookie policy

Authority BVBA has a website to inform you about our services, current topics, events, etc.

1. What are cookies?

On its website, Authority BVBA uses cookies and similar technologies (jointly referred to as “cookies”). Cookies are small text files stored on your computer or appliance when you visit our website(s). They are used to enhance the user comfort of websites and apps.

There are several types of cookies, subdivided according to origin, function and lifespan.

Authority BVBA uses cookies:

- To improve the use and features of its websites and apps;
- To analyse the use of our websites and apps, and to make statistics; and
- To show the users of our websites and apps personalized information and publicity.

As a visitor of our websites you can be identified on your next visit and we can enhance the user comfort by adjusting our websites to your desires and preferences. Cookies can also be used to make the contents or publicity on a website more personal.

Cookies can be placed by Authority BVBA or by other parties. If we allow third parties to place cookies on our websites, these parties have to guarantee a safe connection to exchange data in a separate agreement.

2. Which cookies do we use?

Strictly necessary cookies: these cookies ensure that you can move around our websites and apps and use essential features.

Functional cookies: these cookies facilitate the use of our websites and apps and ensure a personalized surfing experience by remembering login names, passwords and preferences – such as the language settings.

Performance cookies: these cookies collect information on the use of our websites and apps such as the number of visitors, popular webpages and the time spent by users on a specific webpage. Based on the behaviour of our users we can improve our websites and apps and optimize and personalize the user experience. We also rely on cookies from third parties such as:

Google Analytics: collects anonymous information on the use of our website and provides visitors' statistics. More information on how Google uses your data can be found at: <https://www.google.com/intl/nl/policies/privacy/partners/>.

Hotjar: Authority BVBA uses the analysis package Hotjar (<https://www.hotjar.com>) to gain insight into how you as a unique, anonymous visitor use our website in real-time (mouse clicks, mouse movements, scroll activity).

Advertisement cookies: based on your surfing behaviour, your demographic data and user information, we can make our advertisements more efficient and in line with your interests and only show you personalized publicity. For example, with the cookies and tools of the advertisement network of Google (Google AdWords) we can also show you publicity for Authority BVBA services in which you may be interested on the websites which form part of these networks.

3. Cookie management

At any time through the settings of your browser (usually under "Help" or "Internet options") you can disable or delete all cookies on your computer or mobile end appliance. Every type of browser has its own settings for the management of cookies. You can find this information on the website of the browser you use. More general information on the management of cookies can be found here: <http://www.allaboutcookies.org/manage-cookies/>. Furthermore, on the website <http://www.youronlinechoices.com/> you can choose which companies may no longer send you cookies.

Keep in mind that changing the settings may cause some difficulties in using the Authority BVBA websites and other websites. The same applies for mobile apps.

Which data do we collect?²

We receive and process information from companies/suppliers/partners/subcontractors etc. and their employees in the context of a collaboration or future collaboration (prospection).

These data fall within the category "General identification data" and include:

- Company
- Address information (street, number, postcode, city)
- Name
- First name
- E-mail address
- Telephone number
- Optional: Mobile number

² Article 13; article 12, paragraph 1

Why do we collect your information?³

We need these personal data for our standard business operation and to provide our services. In accordance with the GDPR, it corresponds with the “legitimate interests of the data controller”.

The general identification data will be used for, inter alia:

- Professional contacts by telephone, mobile, e-mail, etc.
- Provision of services to your company and employees
- Organization of training programmes
- Marketing activities

How do we collect your data information?⁴

It can be done in several ways, including:

- Personal contact, contact by telephone or e-mail
- Contact forms on our website
- Contacts at seminars and network events
- Contacts through our partners
- Social media

How long do we keep your data?⁵

As long as we collaborate and the collaboration is not cancelled by one of the parties, the personal data are kept. After the termination of the collaboration, the personal data will be kept for a period of ten years. As data subject, you may expressly ask to delete the data earlier, however, without affecting the retention period laid down by law.

Transfer to third parties⁶

We will not sell or rent your personal data to individuals or companies, which do not form part of Authority BVBA.

If we use an external processor, we make sure that your personal data are treated confidentially and used safely. The external processor will always be contractually bound to Authority BVBA. The processors may not use your personal data on their own initiative.

³ Article 13; article 5, paragraph 1(a); article 5, paragraph 1(b); article 12, paragraph 1

⁴ Article 6

⁵ Article 13; article 5, paragraph 1(a); article 12, paragraph 1; article 18, paragraph 1(a)

⁶ Article 13; article 5, paragraph 1(a); article 12, paragraph 1; article 19

Minimal data processing⁷

The personal data we collect are adequate and relevant for our purposes. We limit the collection of your personal data to the minimum necessary for the purposes of processing personal data.

Automatic processing & profiling

Authority BVBA will not use profiling. Your personal data will not be processed automatically.

How do we protect your data?⁸

We ensure the implementation of the necessary technical and organizational measures to guarantee the safety of your personal data.

Authority BVBA makes every endeavour to protect its network effectively against unauthorized access and to protect the confidentiality of the personal data and the company information of its customers. Authority BVBA took the necessary measures in accordance with ISO 27001/27002.

Our organization has a well-established information safety policy, accompanying action plan, privacy statement and clear responsibilities and competences. We also have the necessary processes and procedures to carry out and monitor this policy.

What are your rights and how can you exercise them?⁹

As data subject you may exercise several rights, they are listed in the GDPR and include, inter alia:

- Right of access ¹⁰
- Right to rectification ¹¹
- Right to erasure ¹²
- Right to data portability ¹³
- Right to object ¹⁴
- Right to restriction of processing ¹⁵
- GDPR - Chapter III – Rights of the data subject

⁷ Article 13; article 5, paragraph 1(c); article 12, paragraph 1

⁸ Article 5, paragraph 1(f); article 24 paragraph 1 en 2; article 32; article 5, paragraph 1(e); article 12, paragraph 1

⁹ Article 13; article 5, paragraph 1(a); article 5, paragraph 1(d); article 12, paragraph 1

¹⁰ Article 15; article 12, paragraph 1

¹¹ Article 16; article 12, paragraph 1

¹² Article 17; article 12, paragraph 1

¹³ Article 20; article 12, paragraph 1

¹⁴ Article 21; article 13; article 22; article 12, paragraph 1; article 18, paragraph 1(d)

¹⁵ Article 18, paragraph 1(b); article 18, paragraph 1(c)

These rights may be exercised free of charge by sending a clear request to our administration. The notice will specify which right you want to exercise and set out how we can contact you. You may report this here: info@Authority.biz

Contact information¹⁶

All data are stored in the files of Authority BVBA. As data controller, we are responsible for the compliance with our data protection policy in all our establishments.

Data controller:

Authority BVBA

Meersbloem – Melden 42
B-9700 Oudenaarde (Belgium)
Tel +32 55 33 56 56

All regulations previously imposed by the Privacy Commission (CBPL) and at this moment by the Data Protection Authority are complied with by Authority BVBA. If you do not agree with how Authority BVBA processes your personal data, you can contact the Data Protection Authority.

Drukpersstraat 35, 1000 Brussels (Belgium)
Telephone +32 (0)2 274 48 00 - Fax +32 (0)2 274 48 35
contact@apd-gba.be

<https://www.gegevensbeschermingsautoriteit.be/>

¹⁶ Article 13; article 5, paragraph 1(a); article 12, paragraph 1;