



PRIVACY STATEMENT

VERSION: 25 MAY 2018

1. General - what is this privacy statement for?

- 1.1. This privacy statement applies to and aims to inform you about the processing of your personal data by ANDERS BETON, including such processing on or through the website <https://andersbeton.com>. ANDERS BETON makes every effort to protect your privacy and ensure that you can continue to entrust your personal data to ANDERS BETON. When in contact with ANDERS BETON, you can share your personal details with us so that we can identify you as an individual (for example your name, e-mail address, home address, telephone number etc.). This is what is meant by "personal data". If you do not agree with this privacy statement, please do not use ANDERS BETON sites and do not share your personal data with us.
- 1.2. This privacy statement does not cover the privacy policy of third parties (such as businesses or entities that advertise in the service of ANDERS BETON), or that of other websites or applications that can be accessed through hyperlinks (even permitted ones) on the website.
- 1.3. ANDERS BETON controls the processing of your personal data. As a data procession controller, we take all suitable technical and organisational measures to ensure that processing occurs in accordance with Regulation (EU) 2016/679 of 27 April 2016 (hereinafter: the "GDPR"). The appointees or employees of ANDERS BETON who have access to your personal data, as well as processors whose services we use, are also obliged to comply with the GDPR.
- 1.4. This privacy statement is made available to you physically or in electronic form and can be consulted at any time under 'Privacy Statement' on the website. If you have any requests or additional questions, you can e-mail us at gdpr@andersbeton.com. As a rule, ANDERS BETON will inform you of how it has followed up your request or question within a month of receiving it.
- 1.5. ANDERS BETON reserves the right to change this privacy statement at any time. We therefore advise you to consult this privacy statement regularly to be sure of keeping up to date with any changes and so that you remain aware of how your personal data can be used.

2. Who are we and how can you contact us?

Trading name:	ANDERS BETON
Company name:	VDV BETON NV
Registered office:	Meerseweg 135A, 2321 Meer, Belgium
Company Reg. No.:	BE 0821 655 821
Telephone number:	+32 (0)3 315 72 72
E-mail:	gdpr@andersbeton.com
Website:	https://andersbeton.com

3. For what purposes do we process your personal data?

- 3.1 ANDERS BETON collects and processes personal data exclusively for the purposes for which that data was obtained. ANDERS BETON can use your personal data for all or some of the following purposes:
 - Orders: to process and dispatch your orders and to inform you of their status;
 - Account maintenance: to create and maintain your accounts at ANDERS BETON;
 - Customer service: to serve our customers better, which includes responding to your questions, complaints and general feedback on our products. Our customer service may be offered through various communication channels, such as e-mail, letter, telephone and/or online chat;
 - Customer involvement: to involve you more actively with our products and services. This may mean the use or publication of content generated by the customer;
 - Personalisation: ANDERS BETON may combine personal data collected from one source (e.g. a website) with data originating from a different source (e.g. an offline event). This gives ANDERS BETON a more complete picture of you as a customer, which in turn enables ANDERS BETON to provide a better and more personal service, for example with respect to the following:

- *Websites: to improve and personalise your experience on our websites, by using data such as login information, technical computer information and/or information about previous use of the website;*
- *Products: to improve ANDERS BETON's products, to attune them better to your needs and to come up with new products. This includes the use of demographic information, information about customer profiling and customer feedback;*
- Advertising messages: to send advertising messages if you have asked to receive such messages (including information about ANDERS BETON, its products and services). These messages can be sent electronically (e.g. by text message, e-mail and online advertising) and by post. If you ask to receive text messages, the policy of your mobile service provider applies to the receipt of text messages, and it is possible that costs may be charged to you;
- Social functions: to offer you certain social functions, including:
 - *Community functions at an ANDERS BETON site:*
When you visit an ANDERS BETON site with a community function and share photos, videos, illustrations or other content, ANDERS BETON can share and display the personal data you share on such websites.
 - *Viral website functions:*
ANDERS BETON may use your personal data to offer viral website functions, which allow you to share certain news items, product information and other content with your family and friends. This usually requires the collection and use of personal contact details (such as names and e-mail addresses), so that the message / content in question can be sent to the recipients;
 - *Third-party social networks:*
ANDERS BETON may use your personal data if you use third-party social network functions such as "Facebook Connect" or "Facebook Like". These functions may be integrated into the ANDERS BETON sites, for example to offer you the opportunity to share content with friends. If you use these functions, it is possible that ANDERS BETON can obtain certain personal data about you through the social network in question. You can find more information about how these functions work and the profile data that ANDERS BETON can obtain about you on the website of the social network in question;
 - *Other specific purposes:*
ANDERS BETON can use your personal data for other specific business purposes, such as the daily functioning and security of the ANDERS BETON sites, to conduct demographic studies or audits and to contact you for customer research.

3.2 ANDERS BETON does not share your personal data with third parties who intend to use your data for direct marketing unless you have given your specific consent to this.

4. What personal data do we process?

4.1 ANDERS BETON processes the data you send us directly:

This is data that you provide us with directly, with your consent, for a specific purpose, including:

- Personal contact details, including all the information that ANDERS BETON needs to make personal contact with you (such as your name, home and/or e-mail address and telephone number(s));
- Demographic information, including your date of birth, age, sex, location (postal code, town/city, province and country), hobbies, interests and information about your family or lifestyle;
- Payment information, for example in order to be able to make purchases (such as your account number, credit card number (if applicable), expiry date and invoicing address);



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- Login details, including the information required to create a user account with ANDERS BETON (such as a login ID / e-mail address, user name and password);
- Customer feedback, including information that you share with ANDERS BETON about your experience with ANDERS BETON products and services (such as your comments and suggestions, testimonials and other feedback linked to ANDERS BETON products);
- Content generated by the customer, including content (such as photos, videos and personal stories) that you create and then share with ANDERS BETON (and possibly others) by uploading it to an ANDERS BETON site or by making it available to ANDERS BETON by e-mail.

4.2 ANDERS BETON processes data that we collect when you use an ANDERS BETON website:
We use cookies and other tracking technologies that collect certain information when you visit an ANDERS BETON site. See our “Cookie policy” on our website <https://andersbeton.com> for more information about this technology and your associated rights.

4.3 ANDERS BETON processes data that we collect from other sources:
We can collect information about you from other legitimate sources to offer you our products and services. Examples of such sources are external data collectors, promotional partners of ANDERS BETON, public sources and third-party social networks. This information may include the following:

- personal contact details;
- all personal data that forms part of your profile on a third-party social network (e.g. Facebook) and that that social network is allowed to share with us (such as your name, e-mail address, birthday, town/city, profile photo, user name and list of friends).

You can find more information about the data we can collect on the website of the social network in question.

4.4 ANDERS BETON can also obtain personal data if it takes over other companies.

4.5 ANDERS BETON never consciously collects personal data from children under the age of 12. If ANDERS BETON discovers that it has inadvertently collected data from a child under the age of 12, it will remove the personal data of that child from its files as quickly as is reasonably possible. However, ANDERS BETON can collect personal data of children under the age of 12 directly from a parent or guardian, i.e. with their explicit consent.

5. Who else (besides ANDERS BETON) receives and/or processes your personal data?

ANDERS BETON may share your personal data with third parties, but only in the following cases:

5.1 With related companies

ANDERS BETON may transmit your personal data to its related companies and/or subsidiaries for legitimate business reasons (for example, to process orders, deal with complaints etc.).

5.2 With service providers

ANDERS BETON may call upon service providers, representatives or contractors to provide services in the name of ANDERS BETON. It is possible that these external parties will have access to your personal data or will need to process it in performing their services.

ANDERS BETON demands by means of a written contract that these external parties, who may be established in a country other than the country where you have used the ANDERS BETON site or service, that they comply with all the relevant legislation regarding data protection and security requirements with respect to your personal data.

5.3 Partners

ANDERS BETON may conduct shared programmes or promotions with another company and, in the context of your involvement in the activity, collect and use your personal data.

Your personal data will only be shared with another company if you have indicated that you want to receive information directly from that company. ANDERS BETON advises you to read the privacy statement of such companies before sharing your personal data. If you do not want your personal data to be collected by or shared with a company other than ANDERS BETON, you can always opt not to



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participate in such activities. If you indicate that you would like to receive messages from such a company, remember that you have the right to unsubscribe at any time and, in that case, that you need to contact that company directly.

5.4 Legal requirements

ANDERS BETON can make your personal data public if it is legally obliged to do so or if ANDERS BETON judges in good faith that making your data public in this way is reasonably necessary to comply with legal procedures or to react to possible claims.

5.5 Transfer of business

In the event of a total or partial merger with or a total or partial takeover of ANDERS BETON by a different company, the transferee will gain access to the information stored by the ANDERS BETON entity. This information may include personal data.

6. Where and for how long do we store your personal data?

6.1 ANDERS BETON has introduced various measures to secure your personal data, including a secure business environment.

ANDERS BETON stores your data in secure business environments that are only accessible to employees, representatives and contractors of ANDERS BETON on a “need to know” basis. In this context, ANDERS BETON also observes the standards generally accepted in the sector.

Note that these security measures do not apply to personal data you share in public places such as community websites.

6.2 ANDERS BETON will not store your personal data for longer than necessary for the stated purpose, taking into account our need to respond to questions and solve problems, improve services and offer new services, and to comply with the legal rules.

That means that we may retain your personal data for a reasonable period after your last contact with ANDERS BETON. If the personal data we collect is no longer required, we will destroy or remove it in a secure manner.

7. What are your rights?

7.1 You have the right to ask ANDERS BETON to:

- allow you to view your personal data;
- correct or erase your personal data;
- restrict the processing that relates to your personal data.

7.2 If the processing of your personal data is based on your consent, you have the right to withdraw that consent at any time. However, you cannot withdraw consent with retroactive effect, and the withdrawal of your consent does not detract in any way from the legality of the processing that occurred before you withdrew consent.

7.3 You have the right to file a complaint with the Data Protection Authority:

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

7.4 Exercising the rights above is dependent on the requirements and conditions stated in the GDPR.

7.5 If you wish to exercise the rights above, you can simply address a request to ANDERS BETON at gdpr@andersbeton.com. You must provide adequate identification of yourself in order to do so.



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8. What are our obligations?

8.1 ANDERS BETON takes all appropriate security measures to protect your personal data. Among other things, this includes the necessary measures regarding access control, encryption, physical and operational security, in particular with respect to ANDERS BETON's website and servers.

8.2 ANDERS BETON cooperates with the competent data protection authorities at their request.

9. How to contact us

By telephone: **+32 (0)3 315 72 72**
By e-mail: **gdp@andersbeton.com**
By post: ***ANDERS BETON, t.a.v. Administratie
Meerseweg 135A, 2321 Meer, Belgium***