

## Privacy Statement - WhatsBehindTheDots.com

### 1. Introduction

- 1.1 This website ("Website") belongs to WhatsBehindTheDots ("WhatsBehindTheDots" or "we"). We are responsible for the processing of your personal data in relation to the General Data Protection Regulations. We are aware that your privacy and data security are of prime importance. Even if you only visit our Website, we want to familiarise you with our privacy policy and the measures that we take to protect your personal data. Personal data is data that can be used to identify someone.
- 1.2 Our website may contain hyperlinks to websites of other Parties. We are not responsible for the content of those websites. Nor are we responsible for the privacy policy and the use of cookies on those websites.
- 1.3 If we want to change this Statement, we will reflect those changes on this Website. We therefore recommend that you regularly visit this Website so that you always have the most current Statement.

### 2. What data is collected?

- 2.1 WhatsBehindTheDots processes the personal data you provided when registering for the newsletter, such as your name and e-mail address.
- 2.2 If you use this Website, we can process (or engage third parties to process) your IP address, browser specifications, internet provider, referring and exit pages, operating system, date/time marking and click stream data, among other things. Your data is processed in an aggregated manner insofar as it pertains to measuring the number of visits to this Website, the average time spent on this Website and the pages viewed, etc. We use this aggregated information to analyse and improve the use of our Website.
- 2.3 WhatsBehindTheDots does not process particular and/or sensitive personal data.

### 3. Cookies

WhatsBehindTheDots uses functional, analytical and tracking cookies. A cookie is a small text file that is stored in the browser of your computer, tablet or smartphone when you first visit this website. You can opt out of cookies by setting your internet browser so that it does not store cookies anymore. In addition, you can also delete all information previously stored via the settings of your browser.

### 4. What is your data collected for?

- 4.1 We mainly process your data to facilitate you using our Website to execute our service. More specifically, we process your data for the following purposes:
- Maintaining contact with you, including information and advice about our services and related assistance;
  - Promotional purposes;
  - Internal management;
  - To prevent, recognise, investigate and combat (attempts at) (criminal or reprehensible) behaviour/fraud;
  - Handling complaints / disputes;
  - Conducting checks, such as audits; and
  - Implementing statutory regulations.
- 4.2 In addition, we can use your aggregated personal data for compiling user statistics, as well as for securing and improving the website(s).
- 4.3 We will not use your personal data for purposes other than those referred to above.

### 5. How long do we store your data?

- 5.1 WhatsBehindTheDots stores your personal data only for as long as is strictly necessary. You can cancel your newsletter subscription at any time. Your account will continue to exist until you unsubscribe.

Cookies are stored for two years.

## **6 How is your data used?**

6.1 If you have given us permission to do so, we may also use your e-mail address to send you information about our products and services ("Mailing").

6.2 We offer the option of asking questions via our Website by using a contact form, on which you are asked to complete details to deal with your question. The information that you forward to us will be kept for as long as, in the nature of the form or the content of your e-mail, it is necessary to fully answer and finalize the matter.

## **7 Who has access to your data?**

7.1 We share your data with our sponsor Beyuna. Subscribing to the newsletter automatically also subscribes you to the monthly Beyuna newsletter. They will keep you informed of new product developments and send cook lifestyle articles, healthy recipes, lifestyle apps, and more.

7.2 We can commission Third Parties to provide services for us that relate to the processing of your personal data. Other than that, we will not disclose your personal data to others unless we deem it necessary (a) to comply with legal obligations; or (b) to enforce the fulfilment of this Statement and the General Terms and Conditions of this Website. We have concluded a Processor Agreement with companies that process data on our behalf to ensure the same level of security and confidentiality of your data. Beyuna remains responsible for the processing operations.

## **8 Security measures**

8.1 Although we strive to protect your personal data as well as possible, we cannot guarantee 100% security of your data that you send to us or forward from our Website. Using our Website is at your own risk, but we do use a secure SSL connection. This connection (identified by the lock next to the URL) guarantees, among others, a secure transaction. This is a strong form of encryption (encoding) that prevents malicious people from using your bank details. As soon as we receive your personal data, we will do our utmost to ensure its safety in our systems and to protect your data against loss, misuse or alteration.

8.2 When you provide us with your personal data, this data can be forwarded electronically to servers abroad. Your data can be used, stored, and/or otherwise processed abroad. When we (or a Third Party engaged by us) process personal data, irrespective of where this happens, we take measures to ensure that your data is treated in a safe manner and in accordance with our General Terms and Conditions and this Statement. We will only forward your data to other countries with due consideration to the applicable legal requirements.

## **9 Viewing and unsubscribing**

9.1 Please contact us at the following e-mail address, if you wish to view, correct or change your personal data. If you no longer wish to receive Mailings, you can unsubscribe via the same e-mail address or by clicking on the appropriate link in each Mailing.

## **10 Information**

10.1 Please contact us regarding further information or complaints.

## **11 Contact details**

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