

Privacy Statement Banden Plan Europa B.V.

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This Policy might be updated; please make sure to check this page on a regular basis. Welcome to www.bandenplan.nl, a website offered to you by Banden Plan Europa (“Banden Plan Europa”, “Us”, or “We”).

In order to enable you to take control of your personal data, we have created this easy to read privacy policy (“Policy”), meant to inform you on the processing of personal data via www.bandenplan.nl (‘Website’) and the handling of this data by us. The collection and processing of personal data through this Website is done in accordance with European data protection laws.

1. Who we are?

Banden Plan Europa’s mission is to provide a series of tyre-related products and services to fleet owners, tyre specialists and individual car owners. Central to this mission is our commitment to comply with the GDPR principles. We value your data and we are committed to being transparent about the data that we collect from you.

Banden Plan Europa B.V.

Heeswijk 135

3417 GP Montfoort

The Netherlands

+31 (0)348 47 20 90

info@bandenplan.nl

2. Which information do we collect and why?

Overall, we have a lean Website and you don’t need to register with us to use our Website. If you are already a customer, you have the option to access our platform, for which you need an account.

Nevertheless, Banden Plan Europa processes some personal data to make the Website work, and to offer you the Website Services (further explained in our Terms of Use).

The personal data that we process and the purpose/use of the same is as follows:

2.1 Newsletters

We need your personal data to send you our newsletters, based on your decision to subscribe to it. You always have the option to unsubscribe and stop receiving these messages from us. Data needed:

- Your name
- Organisation name
- Email address
- Phone number
- IP address
- Language
- Country

2.2 Resources

We use your personal data to send you the resource that you are interested in, via email. Seeing your interest in us, we further process your personal data to make you a one-time offer of a free webinar. Data needed:

- Your name
- Organisation name
- Phone numbers

2.3 Contact Forms

We use your personal data to facilitate live chat requests and provide support to you through our chat widget on the Website. Data needed:

- Your name
- Organisation name
- Phone numbers

Other purposes for which we may process your personal data are as follows:

1. Following up on legal requests for abuse reports and NTD Reports;
2. In so far as is necessary, defending Banden Plan Europa in legal proceedings in relation to, or as a result of your use of Banden Plan Europa, following a court order, abiding by any law, regulation or governmental request, cooperating with law enforcement, safeguarding national security, defence, public security, public health, and to uphold our Terms;

In order to improve your user experience and measure the effectiveness of our Website and the Website Services, we use cookies, which also collect personal information from you. You can read more about this in the Cookie section below.

3. What is our legal basis for processing your personal data?

3.1 Live chat, Book a meeting, resources and contact forms:

These processing activities are necessary for the performance of contract, which in this case are the Website Services we offer through our Website, and the accompanying Terms of Use.

3.2 Newsletters

We only reach out to you once you have given us your consent to send you newsletters by subscribing to them through our Website.

If you are our existing Customer/ Partner, then we process your personal data for sending you newsletters as part of our contract with you, the legal basis in which case is performance of contract.

3.3 Resources

This processing is in our legitimate interest, which in this case is to offer you a closer look at Banden Plan Europa given your obvious interest in us through engagement on our Website. In order to limit any effects on your fundamental rights, we limit this to a single time processing only.

3.4 Legal requests / NTD Reports / defending ourselves in legal proceedings

To comply with our legal obligation. In case of a violation, alleged unlawful activity or when we need to uphold our Terms, we need to be able to search or share (some of) your personal data.

3.5 Cookies

Please see the Cookie section below.

4. Which cookies do we use?

Like many services, we use cookies, pixels, and similar technology to remember things about you so that we can provide you with a better, more efficient experience. This helps us understand how you are using our Services so that we can improve them. Cookies are small data files stored on your browser or device when you access our website. Pixels are small images on a web page or in an email. The table below explains the technology we use and why.

4.1 Strictly Necessary

Purpose: We use these cookies to make sure that we can offer you our Website. These cookies are used each time you access our Website. These are specifically necessary to:

- Enable basic functions like page navigation and access to secure areas of the Website;
- Use your browser information in order to provide the optimal website for your screen settings;
- Identify trusted web traffic.

Legal Basis: These cookies are necessary for using the Website and are covered under the general exception to consent under the ePrivacy Directive. We rely on legitimate interest as the legal basis to process personal information related to these cookies.

4.2 Functional

Purpose: We use these cookies to make sure that all features of the Website function in the most optimal way in order to improve user experience. These are specifically necessary to:

- Offer the Website in the right language, based on your location;
- Offer you other functionalities such as embedded videos.

Legal Basis: We rely on your consent for these. You can easily remove these cookies by clearing your browser, or via <http://www.youronlinechoices.eu/>

4.3 Analytical

Purpose: We use cookies to analyse and measure the use and effectiveness of our Website, and also to track the effectiveness of our advertising campaigns on third party platforms. We also use analytical cookies to stop bots and malicious behaviour like spam. When we use analytical cookies, this could include third party cookies, as found in the cookie list. These third-party analytical cookies process personal data, which is detailed in the cookie list too.

This helps us to:

- Measure our Website visits;
- Measure the time a visitor spends on our pages;
- Measure which elements of our Website are frequently visited;
- Make our Website more user friendly; and
- Track the effectiveness of our advertisements, offers and campaigns.
- Measure the extent to which emails, like newsletters are opened.

Legal Basis: We rely on your consent for these. You can remove these cookies by clearing your browser, or via <http://www.youronlinechoices.eu/>

4.4 Advertising:

Purpose: These cookies are used for commercial, editorial and promotional purposes. They allow your behaviour to be followed over various domains and websites to display tailor-made content ads based on your interests and preferences, more specifically:

- To measure your website visits and collect your interests;
- To share browsing history on our website with our selected partners;
- To use third-party services to show relevant advertisements; and
- To provide you with more information about the products you've shown interest in before.

Advertisements cookies are often placed by third parties. Banden Plan Europa does not have access to or control over personal data collected via these cookies or similar technologies that advertisers and third parties may use. Wherever possible, we have tried to provide you with as much information as we could ascertain; but we refer you to the Privacy Statement of these third parties to read how they handle personal data.

Legal Basis: We rely on your consent for these. You can remove these cookies by clearing your browser, or via <http://www.youronlinechoices.eu/>

5. For how long will your data be stored?

Banden Plan Europa will save your data for as long as it is necessary for the purpose for which it was provided. We regularly go through our systems to check if your personal data is still necessary for the purposes for which they were provided.

We make sure that everything you send to us via our Website is safe and secure. Our Website is hosted on a server located within the EU. Banden Plan Europa takes appropriate technical and organisational measures to protect your personal data against loss, theft or other forms of unauthorised access/ use. We make sure that personal data is only accessible by those who need access to do their job and they are properly trained and authorised.

We also ensure that our partners have taken similar organisational and technical measures to protect your data from theft, loss or any kind of use that is not in line with the purposes for which the data was collected.

6. How can you exercise your data subject rights?

If you have any further questions regarding this privacy policy, or wish to exercise your right to object to processing of your personal data (like deletion, modification and access/portability), withdraw prior consent, or have any other concern, please send an e-mail to info@bandenplan.nl

If you wish to access your data that is processed through this Website, you can send a request by e-mail to info@bandenplan.nl. In order to verify your identity, we kindly ask you to attach a photocopy of your ID to your request. Please make sure that you blacken out your photograph and social security number.

We will service your request as soon as possible, but within four weeks at the most.

Please refer to the below Privacy Policies of the third parties whose cookies/ tracking pixels we use, in order to know and understand more about their personal data processing practices, and also their guide to removing their cookies.

7. Where can you find the Privacy Statements of third parties that we use?

1. Google

<https://policies.google.com/privacy?hl=en>

2. Google Analytics

https://support.google.com/analytics/topic/2919631?hl=en&ref_topic=1008008

3. LinkedIn

<https://www.linkedin.com/legal/cookie-policy>

4. Vimeo

https://vimeo.com/cookie_policy