

PRIVACY STATEMENT

LoyaltyChiefs.com

Why this privacy statement?

For the purpose of our services, we process your personal data. We attach great importance to your privacy and we will therefore be confidential and carefully handle your personal data. Personal data will be processed in accordance with the legal provisions as prescribed by the General Data Protection Regulation (also known as GDPR). In this privacy statement we want to inform you further.

Applicability of privacy statement

This privacy statement provides information about the processing of personal data by or on behalf of LoyaltyChiefs and only applies to the use of personal data of its customers and website visitors.

This privacy statement does not apply to third-party websites, such as websites or apps that LoyaltyChiefs refers to on its website and in its mailings. LoyaltyChiefs recommends that you review the privacy policies of those third parties on their websites.

LoyaltyChiefs is the data controller within the meaning of the Personal Data Protection Act and – as of August 12, 2022 – the General Data Protection Regulation. This privacy statement provides information about the collection and processing of personal data by or on behalf of LoyaltyChiefs.

In what way do we collect personal data?

LoyaltyChiefs may receive information from you in the following ways:

- Directly from you: for example, by entering into an agreement with us, if you contact us by email, telephone, in person or in writing, register for activities or subscribe to our newsletter.
- Via our website: for purposes including the exercise, improvement and registration of our services, we collect various data via our website, including through the use of cookies.
- Via third parties: we may use the services of third parties. These third parties then act on behalf of LoyaltyChiefs. This privacy statement also applies to data collected through these third parties when they act as processors for LoyaltyChiefs. We are not responsible for the collection of data that does not take place on behalf of LoyaltyChiefs. In this regard, we refer you to the privacy policies of these relevant third parties.

What personal data do we collect?

LoyaltyChiefs may process personal data about you, because you use the services of LoyaltyChiefs, and/or because you provide this data yourself when completing a contact form on the website to LoyaltyChiefs. LoyaltyChiefs may process the following personal data:

- Contact and account information, including name, address, phone number, email address, date of birth, information about services, personal preferences, social media account(s) and login information provided by you.
- Payment and billing information we do not store if you make an online payment through a third party such as iDeal. If you provide this information to us in another way, for example in writing or by e-mail, then it is possible that we store it for our administration.
- Website data – such as IP address, traffic and location data and information about the use of our website and digital newsletters.
- Data you submit when you apply to us, such as your CV, motivation and related information.

For what purposes do we collect your personal data?

LoyaltyChiefs uses the obtained personal data in the first place to execute the agreement we have with the customer in the context of offering products and services via our website, our office and for internal administration. More specifically, we ask you to share your personal data with us for the following purposes:

- For the purpose of establishing, maintaining and improving the contractual relationship with its (potential) customers, or for the improvement of its services and products.
- To apply and execute legal obligations.
- To make analyses regarding purchase and visiting behavior in the website and our emailings;
- To provide you with personalized promotions, offers, tips and information by email and/or post.
- To provide you with purchase related information such as manuals, usage tips, information, warranty certificates, proofs of purchase and related products.
- Sending promotions on the birthday of (potential) customers. LoyaltyChiefs may send newsletters by e-mail.

If you no longer wish to receive a newsletter, you can use the unsubscribe link at the bottom of the newsletter. Personal data is not used for other purposes than the above.

With whom do we share your personal data?

LoyaltyChiefs may share your personal data with LoyaltyChiefs affiliates, its principals, subcontractors (such as processors) who perform services or tasks on our behalf, suppliers, government agencies and other business partners.

LoyaltyChiefs may be required to provide your information under a legal obligation and/or in response to requests from authorities. LoyaltyChiefs has taken the necessary organizational and contractual measures to ensure that the personal data is processed and protected in line with European legislation.

Which cookies do we use?

Our website uses cookies, which are used to store technical information. Cookies are small information files that a website leaves on your device, which track your activities within our website. It concerns for example:

- The visitor's IP address;
- The date and time of the visit;
- The URL of the referring site (the site from which the visitor comes);
- The pages visited on our website;
- Information about the browser used (type and version, operating system, etc.).

Technical information and cookies are used by us to facilitate your visit to the website and to optimize the performance and user experience of the website. Cookies can be placed both by LoyaltyChiefs itself and by other parties with whom LoyaltyChiefs works. Below you will find an overview of types of cookies that are placed through the LoyaltyChiefs website:

Functional cookies

LoyaltyChiefs places cookies that are necessary for the website to function properly and provide a requested service. These cookies are used to save certain user and preference settings, to store any login details and to optimise the user-friendliness of the website.

Analytical cookies

LoyaltyChiefs uses analytical cookies, such as the cookies from Google Analytics, which collect information about the use of the website. This records, among other things, the number of website visitors, the pages visited and the duration of their stay. The collected data is used to improve the service and optimize the content of the website to the wishes and needs of the users.

LoyaltyChiefs has concluded a processor agreement with Google for the use of Google Analytics. This agreement ensures that the cookies of Google Analytics are set

in the most privacy friendly way. LoyaltyChiefs has not given Google permission to use information obtained through LoyaltyChiefs for other Google services.

Tracking or advertising cookies

Tracking cookies are cookies that collect data about the (internet) behavior of the user of the website. These tracking cookies are used to allow the user to make optimal use of our website. For example, these cookies are used to record information about the visit so that relevant information can be used on a subsequent visit for the convenience of the user, for example by already filling in forms or offering advertisements that match the (search) profile of the user.

Disabling cookies

Most browsers are set by default to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is sent. However, some features and services, on our and other websites, may not function correctly if cookies are disabled in your browser.

Social media

On our website you can share information via social media, using the available social media buttons. Through these buttons, the relevant social media cookies. We have no influence on the use by those parties. They are responsible for the use and provision of data obtained in this way. This use is subject to the privacy policy and the general conditions of the social media concerned.

How long do we keep your data?

LoyaltyChiefs does not keep your data any longer than necessary for the execution of the agreements and in any case no longer than 24 months after the agreement is terminated, unless this is necessary to comply with a statutory retention obligation. Ending an agreement in this case means cancelling an order or unsubscribing from a newsletter. If you want to have your data removed completely you can submit a request to do so (see below).

What rights do you have?

It is up to you to ensure that LoyaltyChiefs has the correct personal data. Via the e-mail address info@loyaltychiefs.com you can object in writing to the use of certain data by LoyaltyChiefs, or request access to, correction and/or deletion of your (personal) data. Upon written request, any corrections you have communicated will be processed. LoyaltyChiefs will respond to your request as soon as possible, but within four weeks.

Complaints about the use of personal data can be directed to LoyaltyChiefs or to the legally competent institution in our country.

How do we secure your personal data?

LoyaltyChiefs takes the protection of personal data extremely seriously and takes appropriate physical, administrative, organizational and technical measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized alteration.

If you nevertheless have the impression that your data is not properly secured or there are indications of misuse, or if you would like more information about the security of your personal data, please contact LoyaltyChiefs at info@loyaltychiefs.com.

Changes

We may change our privacy policy. We will post changes to our privacy policy in this privacy statement. We therefore recommend that you regularly check our current privacy statement for any changes.

Questions, comments, complaints

If you have any questions, comments or complaints about this privacy statement or about the way LoyaltyChiefs handles your personal data, please contact us by e-mail at info@loyaltychiefs.com.

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