



**B-INN**

## Privacy Policy

Most recent update: 18/04/2019

Most recent approval by board of directors: 18/04/2019



# Privacy Policy for B-inn

(most recent update: 18 April 2019)

## General

This Privacy Policy governs the processing of your personal data in the context of using our website (<https://www.b-inn-lier.be/>) and related services. These processing operations are always carried out by DD&D bvba, in its capacity as Data Controller, having its registered office at Jagersdreef 1, 2280 Grobbendonk with company number BE0895685825.

Keeping the personal data of our customers and visitors secure is very important to B-inn. We therefore do everything we can to ensure the protection of this data and our compliance at all times with the General Data Protection Regulation (GDPR) when we process your personal data. In respect of the personal data that we process on our website (<https://www.b-inn-lier.be/>), B-inn will always be the Data Controller.

More specifically, B-inn will always handle personal data in line with legal requirements for well-defined purposes. We will do our utmost to never request more personal data than is necessary for our purpose or to keep it for longer than necessary. Lastly, B-inn has taken appropriate technical and organisational measures to ensure an appropriate level of security so that personal data is protected against unauthorised or unlawful processing and against accidental loss, destruction or damage.

For more information, please contact [info@b-inn-lier.be](mailto:info@b-inn-lier.be).

This Privacy Policy was last updated on 18/04/2019. B-inn reserves the right to amend this Privacy Policy at its sole discretion. It will always inform visitors of any changes.

## Personal data

We define the processing of personal data as any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as the collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction of data.

In accordance with the current regulations, we consider personal data to be any information relating to an identified or identifiably natural person ("the data subject"); an identifiable

natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or by reference to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Examples of personal data are name, address or email address, but also your IP address.

### Why do we process your personal data?

B-inn processes your personal data for the following purposes:

Processing purposes	Legal basis
Handling your question via the contact form, email, telephone or via social media	Legitimate interest: to answer your questions
Direct marketing purposes to provide you with individual notifications, promotions, offers and other advertisements from us or our selected partners	Legitimate interest: to keep you informed
Customer management	Performing an agreement
Internal purposes such as audits, data analysis and reviews to improve the products, services and communication	Legitimate interest

### With whom do we share your personal data?

We do not share your identifiable personal data with third parties, unless we are required to do so by law or unless you have given your express consent.

B-inn reserves the right to anonymise personal data and to share anonymised data with other organisations that can use this data to improve products and services and to organise the marketing, presentation and sale of customised products and services.

### How long do we keep your personal data for?

Your personal data will only be processed as long as this is necessary for the purposes described in this Privacy Policy or until you withdraw your consent to the processing operation. In that case, we will take the necessary steps to stop the processing of your personal data as soon as possible.

## What are your rights as a data subject?

As a data subject, you have the right to access any personal data that B-inn processes about you.

As a data subject, you have the right to rectification of personal data that is incorrect or inaccurate.

If the processing of your personal data takes place on the basis of consent you are at all times entitled to withdraw your consent. You can do this by contacting our Data Protection Team on [info@b-inn-lier.be](mailto:info@b-inn-lier.be).

As a data subject, you have the right to ask for your personal data to be removed if it is no longer needed in the light of the purposes of this Privacy Policy or if you withdraw your consent to processing operations. However, this right cannot be exercised if B-inn is obliged by another legal provision to continue to process this personal data.

If you wish to exercise any of the above rights of the data subject or if you should have any further questions, please contact us via [info@b-inn-lier.be](mailto:info@b-inn-lier.be). If you wish to exercise your rights, you will in all cases have to identify yourself in an appropriate manner. This is the case, for example, if you send your request from the email address that is already known to us.

If you are not satisfied with the handling of your request, you can always submit a complaint to the competent data protection authority, i.e. the Data Protection Authority in Belgium. If you would like more information, please click here [www.privacycommission.be](http://www.privacycommission.be)

## Cookies

Our website (<https://www.b-inn-lier.be/>) uses cookies. Cookies are small data files that are stored on the hard drive of your computer. This information makes your visit to the site faster and more efficient. If you disable the use of cookies in your browser, we cannot guarantee that the website will function properly. The cookies are mainly used to keep track of your session and to improve your browsing experience on our website.

Our website also uses tracking cookies that analyse your browsing activities so that we can let you know about any B-inn activities that may be of interest to you. We use Google Analytics for this analysis. This processing of your personal data will only take place after you have given your consent and you always have the option to withdraw your consent.

### Cookies we use on <https://www.b-inn-lier.be/>?

B-inn uses different types of cookies. More information about the properties of the different cookies can be found in the following table:

Personal data	Processing purpose	Name	Type	Legal basis	Storage period
IP address, language	Remembers the language that is used	<b>FluentLocale</b>	Non-functional	Consent	3 months
IP address, device, unique ID	Creates an ID to recognise the device of a returning visitor for the use of advertisements, etc,	<b>NID</b>	Non-functional	Consent	6 months
IP address	Stores cookie preferences	<b>Cookiesplease_status</b>	Non-functional	Consent	1 year
IP address	Stores preferences selected during the website visit	<b>PHPSESSID</b>	Non-functional	Consent	End of session

