

## Privacy Policy

### General

PROFIMA BV, located at:  
De Pleyne 23, B-8210 Zedelgem,  
is responsible for the processing of personal data as reflected in this privacy statement.

### Contact

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<https://profima.be>  
De Pleyne 23  
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### Data Protection Officer

Gregory De Gols is the Data Protection Officer of PROFIMA BV. He can be reached at [info@profima.be](mailto:info@profima.be).

### What personal data do we collect?

When you visit our website, we automatically collect information about your device, web browser and IP address. In addition, we may also collect information that you voluntarily provide, such as your name, first name, e-mail address, telephone number, address, legal and financial data when you fill out an online form or contact us. The personal data collected by us is thus explicitly and voluntarily provided by you.

### How do we use your personal information?

We use your personal information

- to answer your requests and to inform you in connection with our products and services;
- in the context of a (possible) cooperation;
- for optimizing the quality, management and content of the website;
- for conducting customer satisfaction surveys, surveys and other market research;
- for sending targeted marketing and advertising, updates and promotional offers based on your communication preference and - if applicable - based on your explicit approval;
- for statistical purposes;
- for providing assistance;
- for administrative purposes;
- for administrative and accounting purposes and obligations.

Processing takes place on the following legal grounds, as appropriate:

- you have consented to the processing of your personal data for one or more specific purposes;
- the processing is necessary
  - for the performance of the agreement with PROFIMA BV or to take measures at your request prior to the conclusion of an agreement;
  - to comply with a legal obligation incumbent on PROFIMA BV;
  - to protect your vital interests or those of another natural person;
  - for the performance of a task of general interest;
  - for the protection of the legitimate interests of PROFIMA BV or a third party, except where your interests or fundamental rights and freedoms requiring the protection of personal data outweigh those interests (especially if you are a minor).

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

We do not share your personal data with third parties except as necessary for our services or to comply with a legal obligation.

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



We keep your personal data only as long as necessary to fulfill the purposes for which it was collected, unless we have a legal obligation to keep it longer.

#### **How do we protect your personal data?**

We take appropriate measures to protect your personal data from unauthorized access, loss, theft or alteration. We use security technologies and procedures to protect your data.

#### **What are your rights?**

You have the right to access, correct or delete your personal data. You can also object to the use of your personal data for direct marketing purposes or to restrict its processing. To exercise these rights, please contact us using the contact details on our website.

## **Cookie Policy**

#### **Cookies, or similar techniques, that we use**

A cookie is a small text file that is stored on your computer or mobile device when you visit our website. Cookies are used to collect information about your use of the website and to remember your preferences. On your first visit to our website, we have already informed you about these cookies and asked your permission to place them. You will only be allowed to use our website if you accept these cookies.

#### **Which cookies do we use?**

We only use necessary cookies, (these enable users to navigate through a website and use its features), performance cookies (to collect information about how visitors use our website, aka Google Analytics) and functional cookies (these increase the usability of our website by remembering your choices, e.g. language preferences, region, login).

This information is collected anonymously and helps us to improve the website and optimize your experience on our website.

#### **How long are cookies stored?**

The cookies we use are stored on your device for up to 2 years unless you delete them earlier.

#### **How can I manage cookies?**

Most browsers automatically accept cookies. You can manage or delete cookies at any time through your web browser settings. Please note that disabling cookies may limit your use of our website.

#### **How to reach us?**

If you have any questions about our GDPR policy or wish to exercise your rights, please contact us using the contact details on our website.