

## PRIVACY STATEMENT

### SECTION 1 - WHAT DO WE DO WITH YOUR INFORMATION?

When you purchase something from our online store, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address. When you browse our online store, we also automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system. Email marketing (if applicable): With your permission, we may send you emails about our online store, new products and other updates.

### SECTION 2 - CONSENT

How do you get my consent?

When you provide us with personal information to log-in, to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, we imply that you consent to our collecting it and using it for that specific reason only. If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

How do I withdraw my consent?

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at anytime, by contacting us at [privacy@baltagroup.com](mailto:privacy@baltagroup.com) or mailing us at:

Balta Group – B2B Webshop

Wakkensteenweg 2, 8710 Sint-Baafs-Vijve, Belgium

### SECTION 3 - DISCLOSURE

We may disclose your personal information if we are required by law to do so or if you violate our [Terms of Service](#).

### SECTION 4 - SAP

Our store is hosted on [www.mybaltahome.com](http://www.mybaltahome.com), which is a website hosted by SAP. They provide us with the online e-commerce platform that allows us to sell our products and services to you. Your data is stored through SAP's data storage, databases and the general SAP application. They store your data on a secure server behind a firewall.

### SECTION 5 - THIRD-PARTY SERVICES

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions. For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers. In particular, remember that certain providers may be located in or have facilities that are located a different jurisdiction than either you or us. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service

provider or its facilities are located. As an example, if you are located in Canada and your transaction is processed by a payment gateway located in the United States, then your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act. Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

#### Links

When you click on links on our store, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

## **SECTION 6 - SECURITY**

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed. . Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards.

## **SECTION 7 - COOKIES**

### **7.1. What are cookies?**

Cookies are small files that are saved on your computer when you visit web pages. They contain information linked to a web browser and the specific website. Cookies consist of two elements: the name and the content. They are saved in a specific folder on your hard drive and they have a unique ID and length of validity. If you return to a specific website, this page can recognize the visitor by means of the cookie and further elaborate the history. Some cookies are automatically removed when you leave the website; others remain on your computer until you delete them. Cookies are not active, executing software, which means that they are not harmful to your computer. They are not always commercial either. Cookies are used to increase visitor-friendliness: by identifying visitors with a cookie, they do not always have to enter the same data such as login information or screen settings every time you visit the website. Moreover, cookies are used to map out the surfing behavior of visitors. Which and how many pages are visited, via which path and how long does the visitor remain on the website? Based on these results, the website can be adapted and respond to the interests and needs of visitors of the site. For example, by showing personalized information to visitors.

### **7.2. Which kind of cookies exist?**

Often a distinction is made between two large groups of cookies:

- **First party cookies:** these are direct cookies. They are created by a website to have the web page function better. They regulate the technical part of a site, such as language choice or remembering the products in the shopping basket in an online store. The visited website creates and places first party cookies.
- **Third party cookies:** these indirect cookies are created and placed on your computer by another (third) party than the website you visit. They remember the behavior of a surfer. Examples are social media such as Facebook or Twitter, but Google Analytics as well. This is the system used most to measure website visits. It is because of these cookies in particular that website owners have to ask the explicit permission from surfers, since the changed legislation of 2012.

The legislation of 2012 does not make a distinction between first party cookies and third party cookies. The criterion is permission. Cookies required for the correct functioning of the site do not require permission. All other cookies do.

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

We use first party cookies and third party cookies.

### **7.4. How to manage cookies?**

You can do so by adapting your browser settings. You can choose to block cookies or to accept only cookies from specific websites. Can blocking cookies influence your surfing ease on our web shop? Yes and no. If you want to deactivate all or only specific cookies, you can surf to our websites. But, you can surf to specific, personal properties of our websites only by accepting cookies. An outstanding example is ordering online. When you want to avoid cookies, there is a chance you will not be able to place orders online. Your surfing experience will generally be less smooth when you refuse all cookies. Some (parts of) websites will not work. In other words, it is not a good idea to block all cookies. Consult the manual of your browser to manage cookies.

#### **SECTION 8 – E-MAIL**

E-mail traffic is subjected to the following conditions:

The information contained in e-mails is the property of Balta Industries NV or its affiliated companies. This information is strictly confidential and it is only destined to being used by the addressee. It is prohibited to distribute, copy or use this information without explicit authorisation. E-mails only render the point of view of their author, and do not necessarily correspond with the point of view of Balta Industries NV or its affiliated companies. E-mail messages and attachments are carefully scanned for computer viruses according to our standard procedure. However we cannot guarantee that they are virus-free. E-mail sent from or to the address of the sender mentioned above can be read and kept by Balta Industries NV.

#### **SECTION 9 - AGE OF CONSENT**

By using this site, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this site.

#### **SECTION 10 - CHANGES TO THIS PRIVACY POLICY**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it. If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

#### **QUESTIONS AND CONTACT INFORMATION**

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Data Protection Officer at [privacy@baltagroup.com](mailto:privacy@baltagroup.com) or by mail at

Balta Group

Attn: Data Protection Officer

Wakkensteenweg 2, 8710 Sint-Baafs-Vijve, Belgium