

## Privacy policy Shoparize

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## **Article 1 - Introduction**

In this privacy policy you can read how Kiesproduct B.V., hereinafter also to be referred to as: 'Kiesproduct', handles personal data and how the personal data is processed. Kiesproduct handles personal data with due care and respects the privacy of those persons whose personal data it processes.

## **Article 2 - Contact details of the Controller**

Kiesproduct can be designated as the Controller, as referred to in the General Data Protection Regulation (GDPR), for processing your personal data. Kiesproduct can be reached via the contact details below:

By telephone: +31 (0) 85 060 5674

e-mail: info@kiesproduct.nl

Postal and visiting address: Oudeschans 79D, 1011 KW Amsterdam

## **Article 3 - Permission and minors**

In some cases, Kiesproduct explicitly asks for permission to use certain personal data. Persons under the age of 16 require the written permission of a parent or guardian to provide the relevant personal data to Kiesproduct. In that case, the parent or guardian can always amend or erase the data provided to Kiesproduct.

## **Article 4 - What is the data used for?**

Kiesproduct acts as a Premium Google CSS (Comparison Shopping Service) and as a representative of web shops and requires various forms of information, documentation and personal data to properly perform its work as a CSS.

The personal data of Kiesproduct clients are processed, among other things, in the context of the orders given to Kiesproduct. Moreover, all data is covered by professional confidentiality and does not leave the office, other than for archiving, meaning the protection of personal data is guaranteed.

It is possible that personal data must be provided in the interaction with, among others, web shops, affiliate networks, Marketing Agencies and third parties to be engaged by Kiesproduct for the performance of the order, such as translators and/or other experts.

The personal data is also used and, if necessary, provided to the bodies designated by law in the context of the fulfilment of Kiesproduct's legal obligations.

## **Article 5 - What personal data are processed?**

For example, Kiesproduct can process the following categories of your personal data:

- Contact details, such as first and last name, address, telephone number and e-mail address;
- Date of birth;
- Gender (if you choose to share this with Kiesproduct);
- Position (if you choose to share this with Kiesproduct);
- IP address;
- Your surfing behaviour on the website, such as data about the first visit, previous and current visit, the pages viewed and how the website is navigated;
- Internet browser or device type;
- Payment details and payment history (required for entering into the agreement);
- Credit information;
- Content of correspondence.

If you give an order to Kiesproduct, in any case for the conclusion and/or performance of the agreement you must provide Kiesproduct with your first and last name, address, telephone number, e-mail address and payment details. Depending on the nature of the order you give, other personal data may also be required. If this is the case, Kiesproduct will inform you accordingly. If you do not wish to provide this personal data to Kiesproduct, Kiesproduct cannot guarantee proper performance of the agreement. If you do not provide certain data while the processing thereof is required by law, Kiesproduct will inform you about this. You will then also be informed by Kiesproduct of the possible consequences of not providing the personal data.

## **Article 6 - For what purposes are your personal data processed?**

Kiesproduct collects and processes personal data for various purposes. Kiesproduct uses the personal data that Kiesproduct has received from you, but can also use personal data that Kiesproduct has obtained from other sources. For example the personal data that can be found on public business websites and business social media platforms such as LinkedIn, personal data obtained by consulting the Trade Register of the Chamber of Commerce and/or the Land Registry and personal data that Kiesproduct obtains from its customers or relations.

### **6.1 Provision of Services**

Kiesproduct can process your personal data for the following purposes:

#### *a. General customer contact*

The data is used for (i) providing the information you have requested, (ii) contacting you about the performance of the agreement you have entered into with Kiesproduct and (iii) handling questions and/or complaints.

*b. Performance of an agreement*

Kiesproduct processes your personal data for the assignment that you have given Kiesproduct to deliver Internet-related services and/or for giving advice. For example personal data for the provision of marketing services and/or advice and the handling of your payment.

*c. Analysis of surfing, search and/or click behaviour and personal offers*

Your personal data is processed to analyse your behaviour on the Kiesproduct website in order to improve the website. In addition, your personal data is processed to offer products or services that might be of interest to you.

*d. Direct marketing*

Kiesproduct uses your personal data to send you market offers, newsletters, information surveys and invitations for, among other things, master classes via e-mail, text messages, telephone conversations and/or by post. Through direct marketing, Kiesproduct wants to send you information about services that might be of interest to you.

*e. Risk analyses*

In certain cases, Kiesproduct can assess your creditworthiness or have it assessed. f. Reviews

If you want to write a review, you can choose whether your personal information is visible to other visitors. In principle, Kiesproduct keeps track of which review you have written in order to improve the quality of its products and/or services so that Kiesproduct can possibly contact you on the basis of this review in order to ask you specific questions. g. Fraud

Kiesproduct uses your personal data to investigate, prevent and fight fraud.

*h. Improving our product and service information and carrying out targeted marketing campaigns*

Kiesproduct would like to send you information that Kiesproduct believes is relevant to you. That is why Kiesproduct combines and analyses the personal data available to it. Based on these data, Kiesproduct determines which information and channels are relevant and when is the most suitable time to send information to you. Obviously, Kiesproduct does not process special categories of personal data for marketing campaigns.

*i. Client satisfaction surveys*

In some cases, Kiesproduct asks clients to participate in a client satisfaction survey. Participation is entirely voluntary. If you participate in a client satisfaction survey, Kiesproduct processes the information you provide.

*j. In defence against legal claims*

Kiesproduct can process your personal data in order to defend itself against any legal claims.

*k. Access control and company security*

If you visit the Kiesproduct office, Kiesproduct will record your name and the time of arrival upon arrival. In addition, Kiesproduct may also note the time when you leave the office.

*l. The accounts receivable management and the collection of claims with regard to Kiesproduct's accounts receivables and the accounts receivables of its clients.*

Kiesproduct processes the personal data for, among other things, (i) sending invoices, reminders and warnings to debtors to collect claims; (ii) conducting telephone calls to remind the debtor of an outstanding claim and (iii) having or coordinating a judicial collection procedure where appropriate.

*m. Checking creditworthiness of debtors*

Kiesproduct performs checks on debtors, if necessary with the help of third parties, to determine whether i) it is advisable to initiate a judicial collection procedure, ii) or to inform you of any increased debtor risk.

**Article 7 - On what basis are your personal data processed?**

Kiesproduct processes your personal data on the basis of one of the following legitimate interests:

*In performance of or in the run-up to the conclusion of an agreement:*

Kiesproduct processes your personal data if and insofar as this is necessary for the performance of the agreement or insofar as this is necessary in the run-up to the conclusion of an agreement.

**Article 8 - Sharing personal data with third parties**

In certain cases, Kiesproduct may share your personal data with third parties. Personal data is only sent on to third parties for the purposes stated in this privacy policy and only on the basis stated in this privacy policy. For example, Kiesproduct can provide your personal data to the following categories of third parties in the following cases:

- If it is necessary for the performance of the agreement. For example, if Kiesproduct uses advisers and translation agencies, among others, Kiesproduct can provide your personal data to third parties to support Kiesproduct in carrying out the assignment and Kiesproduct uses shipping companies for postal delivery;
- Kiesproduct can provide your personal data to an agency or body for example to assess your creditworthiness and/or to conduct anti-fraud checks;
- Kiesproduct can provide your personal data to website firms and/or agencies for example to analyse the personal data concerning your website use, for personalising and optimising the website and communication and for displaying relevant offers and advertisements;

- Kiesproduct can provide your personal data to IT service providers who offer support in keeping the software systems safe and stable;
- Kiesproduct can use a cloud service provider and archive office to store your personal data;
- Kiesproduct can use a data destruction company to have your personal data destroyed in a careful manner;
- Kiesproduct can provide your personal data to its insurer for its professional liability;
- Kiesproduct can use suppliers in the field of communication and marketing distribution to distribute marketing material.

Otherwise, Kiesproduct will only provide your personal data to third parties with your prior permission, in the event that this is necessary for the protection of Kiesproduct's interests or if Kiesproduct is obliged to do so on the basis of legislation and/or regulations.

Third parties to whom Kiesproduct provides your personal data are themselves responsible for compliance with privacy legislation. Kiesproduct is neither responsible nor liable for the processing of your personal data by these third parties. Insofar as a third party processes your personal data for the benefit of Kiesproduct in the capacity of Processor, Kiesproduct enters into a processing agreement with such a third party that complies with the rules ensuing from the GDPR.

If it is necessary for the promotion of a file, Kiesproduct can pass on your personal data to a third country (all countries outside the EU, with the exception of the countries in the European Economic Area) or international organisation. Your personal data will only be passed on to a third country if an appropriate level of protection is guaranteed for the personal data or if a specific deviation from the GDPR applies.

## **Article 9 – Protection of personal data**

Kiesproduct takes appropriate security measures to prevent abuse, loss, unauthorised access, unwanted disclosure and unauthorised changes of your personal data. For example, Kiesproduct ensures that only those persons who require access to your personal data have access, that access to your personal data is protected and that the Kiesproduct website is protected by information security techniques (such as firewalls).

Kiesproduct has also taken technical and organisational security measures to prevent the destruction, forgery, unauthorised access or accidental notification to third parties of personal data collected, as well as any other unauthorised processing of this data.

If you have the impression that your data is not properly protected or there are indications of abuse, please contact Kiesproduct at [info@kiesproduct.nl](mailto:info@kiesproduct.nl).

## **Article 10 - Cookies**

Surfing the Kiesproduct website may result in cookies being installed on your computer. Cookies facilitate the visit and improve the ergonomics of the dialogue.

You can refuse the installation of these cookies on your computer, but that may prevent access to certain services of the website. Kiesproduct's cookie policy can be found on the website [www.kiesproduct.nl](http://www.kiesproduct.nl).

### 10.1 Use of cookies

This website uses cookies (small text files placed on your computer) to help the website analyse how visitors use the site. The information generated by the cookie about your use of the website can be transferred to secure servers of Kiesproduct or those of a third party. Kiesproduct uses this information to keep track of how you use the website and to prepare reports on website activity.

There are two kinds of cookies:

- session cookies
- permanent cookies, namely:
  - `_icl_current_language` (expires after 24 hours)
  - `catAccCookies` (expires after 30 days)

Session cookies are temporary and are deleted from your computer when you close your web browser. Permanent cookies remain on your computer, even after you close the web browser. Kiesproduct uses session cookies to make navigating the website easier and permanent cookies to save certain user settings, so that the use of the website can be optimised for you. You may choose to refuse cookies. You can set your web browser to refuse all cookies or only certain cookies. However, it is possible that some functions and

services on the Kiesproduct website and other websites will not work properly if cookies are disabled in your browser.

## **Article 11 - Retention period**

Kiesproduct does not store the personal data for longer than is reasonably necessary to achieve the objectives stated in this privacy policy or to be able to comply with legislation and regulations.

For most personal data it applies that Kiesproduct will retain it in any case insofar as this is necessary for the performance of the agreement, the collection of the claim and being able to settle disputes that may arise from a file processed by Kiesproduct. However, some personal data must still be retained for longer by law.

In addition, Kiesproduct stores your personal data for direct marketing until you withdraw your permission and/or you object to this processing.

## **Article 12 - Your rights**

You have the right to view, correct or erase your personal data. In addition, you have the right to request a restriction on the processing of your personal data, as well as the right to object to the processing of your personal data and the right to data transferability. The latter means that you can submit a request to receive your personal data that Kiesproduct processes in a structured, widely used and machine-readable format and/or to transfer it to an organisation you have named. You can also withdraw your permission to process the personal data.

If you wish to exercise one of your rights, you can send your request to [info@kiesproduct.nl](mailto:info@kiesproduct.nl). To prevent abuse, before processing your request, Kiesproduct may request that you identify yourself by sending a copy of a valid proof of identity to Kiesproduct. Please make sure that in this copy, your passport photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), passport number and citizen service number (BSN) are redacted. You can use the government's 'KopieID app' to do this. This is to protect your privacy.

Kiesproduct will respond to your request as soon as possible, but no later than within one month. If you have a complaint about the processing of your personal data, Kiesproduct will obviously be happy to assist you. Should you nevertheless not be able to work this out with Kiesproduct, Kiesproduct would like to point out that you have the option of submitting a complaint to the Dutch Data Protection Authority. You can do this at the following link: Dutch Data Protection Authority ([Autoriteit Persoonsgegevens](#)).

If you exercise one of the aforementioned rights, this may result in the agreement between you and Kiesproduct having to be wholly or partially terminated, because proper performance is not possible without the personal data concerned.

### **Article 13 - Automated decision making and profiling**

There is no automated decision-making or profiling.

### **Article 14 - Changes to the privacy policy**

This privacy policy was last amended on 17/09/2019. Kiesproduct reserves the right to unilaterally amend this privacy policy. Kiesproduct requests that you regularly consult this privacy policy, so that you remain informed. If there is a significant change to this privacy policy, this will be clearly stated on the Kiesproduct website.

### **Article 15 - Particulars**

This privacy policy does not apply to applicants, employees and temporary workers.