

## Westend Lighting bv

### PRIVACY POLICY

Westend Lighting bv( hereafter: WESTEND LIGHTING ) attaches great importance to the protection of your personal data. In this Privacy Policy we want to provide clear and transparent information on how we handle personal data.

We make every effort to safeguard your privacy and therefore handle personal data with care. WESTEND LIGHTING adheres in all cases to the applicable laws and regulations, including the General Data Protection Regulation (AVG) and the General Data Protection Regulation (GDPR).

As DESIRING LIGHTING, we are responsible for the processing of your personal data. If you have any questions or wish to contact us after reviewing this Privacy Policy, or in a more general sense, please contact us using the contact details at the bottom of this document.

#### Collection and use of personal data of customers, suppliers and other contractors

We would like to inform you that we will collect and use the personal data you provide us with because this is necessary to conclude and execute a possible agreement with you. This applies both to our (potential) customers and to parties from whom we purchase goods and/or services.

If you are a (potential) customer of ours, we will use your details to be able to send you a quotation, to determine which specifications or wishes a certain matter or service has to meet, to be able to deliver goods or carry out work for you, to be able to invoice and to communicate with you smoothly and efficiently about the execution aspects of the agreement.

If you are a (potential) supplier or other contractor, your personal data are also necessary for the conclusion and execution of the agreement. This is necessary for purchasing in order to be able to let you know what specifications or wishes a certain business or service has to meet as far as we are concerned, to be able to send a request for a quotation or place an order with you, to be able to pay your invoices and to be able to communicate quickly and efficiently with you about other aspects of the agreement.

You are not obliged to provide us with your personal data. If you do not or insufficiently provide us with personal data, it is possible, however, that we will not be able to carry out the aforementioned activities.

We also use cookies on our website. These are small programs that help us, among other things, with :

- improving and making our website more customer-friendly
- measure the way in which our visitors use our website
- measuring the number of visitors and the interest of our visitors
- Remarketing
- Optimizing our advertising actions

We use Google Analytics to track how visitors use our website. We use this knowledge to optimise our website for our visitors. We have concluded a processing agreement with Google in order to make agreements about the handling of our data. Furthermore, we have not allowed Google to use the Analytics information obtained.

#### Passing on to third parties

In connection with the execution of a possible agreement with you, it is possible that we have to provide your personal data to parties who supply parts, materials and products to us or carry out work on our behalf. We also use external server space to store (parts of) our sales and purchasing records, of which your personal data form a part. For this reason, your personal data will be provided to our server room provider. We also use Microsoft Office 365 and the associated storage facilities for e-mails and other files. Because we use a newsletter mailing service, your personal data is finally passed on to the provider of this service. You must sign up for the newsletter. We work with a double opt-in.

#### Direct marketing

If you order from us on a regular basis, we will store and use the personal data you provide to inform you personally by e-mail in the future of product changes to our existing and new products and services. We have a legitimate interest in the use of your personal data for this purpose, namely the marketing of our products and services. Every time we send you an advertising email, you have the opportunity to let us know that you no longer wish to receive it. See the unsubscribe link at the bottom of each mailing.

If you are a one-time customer with us, we will only send you advertising messages if you have given us your permission beforehand, and you will only receive a newsletter via email if you have given your own permission. Of course you can also unsubscribe from our newsletter in a simple way. You can unsubscribe with the link at the bottom of the newsletter. We will never sell your information or make it available or sell it to other commercial parties. If you as a customer do not meet your obligations or if we suspect fraud, we will pass on your information to the appropriate authorities.

If you follow our pages or like them on social media, this information is also known and visible to the operators of these platforms. They can therefore use this data. Make sure that you make the right choices on social media and that your own privacy settings are in good order.

Our systems are secured with usernames and passwords. The connections to our website are secured.

#### Period of storage of personal data

If you have requested a quote from us but you have not become a customer of ours, we will remove your details no later than one year after our last contact. Even if we have received an offer from you, but we have not become a customer of yours, your personal data will be removed no later than one year after our last contact. If you have become a customer of ours or we have become a customer of yours, we will keep your personal data for a period of seven years after the end of the financial year in which the agreement with you has been fully executed. The period of seven years corresponds to the period during which we are obliged to keep our records for the Tax and Customs Administration. At the end of this period, we will remove your personal data.

Your e-mail address will also remain stored in our newsletter address file until you indicate that you wish to remove yourself. The data of Google Analytics and our online contact forms are stored for 24 months. After these 24 months, the data will be deleted automatically.

We will not publish your data. On some of our websites you can leave a review. You can choose whether your name should be visible or not. Your email address will not be visible and will be stored securely.

#### Your rights

You have the right to ask us to view your own personal data. If there is reason to do so, you can also ask us to supplement your personal data or to change any inaccuracies. In addition, you have the right to ask us to delete your personal data or to restrict the use of your personal data. You can also object to the collection and use of your data with us or file a complaint with the Personal Data Authority. Finally, you can ask us to obtain your personal data or to transfer that data to another party, if this is not in conflict with the legal retention obligation that we have to apply. We have the right to amend our Privacy Policy if necessary. To exercise your rights, or for questions or for more information about the collection and use of your personal data, please contact :

Westend Lighting bv

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#### Disclaimer:

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