

Privacy Policy

We undertake to protect your personal data and regard the privacy of our website users as a top priority. That means that we do everything in our power to protect your privacy as effectively as possible, and ensure that you can entrust your data to us with peace of mind, and with the assurance that it is not being misused.

During your visit to our website, it is possible that you will share personal data with us, so that we can identify you as an individual (for example your name and first name, your e-mail address, your home address, your connection details, etc.). This is the personal data to which we refer below. By using our website www.kade.be, our other websites, and our services, you accept our privacy policy and our [general terms and conditions of use](#) unreservedly.

What does 'data processing' mean and who is responsible for it?

This means any kind of processing of personal data. This term encompasses a process or a series of operations relating to personal data or a series of items of personal data, whether or not carried out via automated processes, such as the collection, recording, sorting, structuring, storage, editing or amendment, retrieval, consultation, use, supply by means of transmission, dissemination or making available in some other way, aligning or combining, blocking, deletion or destruction of data.

We, KaDé, are responsible for the processing of your personal data.

Why is your personal data processed?

The processing of your personal data is necessary, first and foremost, to contact you, for example when you make use of the contact page on our website or if you contact us directly. Furthermore, your personal data is required to perform the contract that may be formed between you and KaDé. Finally, we process your personal data for direct marketing.

In particular, we use your personal data with a view to the following purposes:

- in order to establish, maintain and fulfil a contractual relationship with you;
- to analyse, change and where necessary, improve the content of the website;
- to detect or prevent fraud and/or other illegal activities;
- to facilitate the visit to and use of the website as well as your user experience;
- to be able to respond to requests, for example for appointments, requests for more information about our products and services, etc.;
- to inform you about new developments on the website and its functionality;
- with a view to direct marketing;
- for all other purposes for which you have expressly given your consent.

What happens to your personal data when you visit our website?

1. The data that you provide to us

Communication

If you send us an e-mail or other messages (for example via an online contact form), it is possible that we will retain those messages. Depending on the situation, it may be that we request you for personal data that is relevant and necessary for the relevant situation. This data is used to fulfil our possible contractual obligations with you and provide the service for you, and for direct marketing purposes, and this data is stored on secure servers of KaDé or those of (one of) its processor(s) (e.g. hosting company), which are also strictly bound by a duty of confidentiality concerning your personal data.

Contests

If you enter our contests, we ask you for some details (name, first name, address, telephone number and e-mail address). This data is requested in order to examine whether the relevant entry is valid, and to contact the ultimate winner(s). You can find more information in the relevant contest rules.

2. The data that is collected based on your use of the website

We collect data about the way that you use our services and website, as well as data about your computer or other types of devices that you use to gain access to our services. In that way, we are able to match our services even more closely to your needs and interests. Furthermore, we make use of *cookies* to collect data about the use of the services (see more below).

3. Data supplied by third parties

KaDé does not receive your personal data via third parties. We do not collect or use any information for purposes other than those described in this privacy policy, unless we have previously obtained your permission.

4. Data processors

It is possible that your personal data will be processed by a data processor if this is necessary for the proper provision of our services, and so as to meet the specific requests of the customer/prospect/contact (e.g. secure storage of personal data on servers of KaDé's marketing partners or a hosting company that is providing services on behalf of KaDé).

KaDé will always ensure that every data processor that processes data on its behalf complies with the standards of the prevailing privacy legislation and, if that data processor is not established within the European Economic Area, that it is subject to data protection regulation equivalent to that which applies in the EEA. As far as possible, KaDé will endeavour to seek the necessary guarantees in this regard from the third party/data processor concerning appropriate data security and protection of privacy of personal data that it receives from KaDé.

How long is personal data retained?

KaDé will not retain data that it processes longer than necessary to achieve the purposes set out in this privacy policy and for which the personal data is collected, taking account of the applicable statutory retention periods.

How is your personal data secured and protected?

We endeavour to provide the best possible protection for your personal data. KaDé employees, and those of processors or any other third party which is strictly bound to observe confidentiality concerning your personal data, are trained to handle your personal data correctly.

We take the appropriate technical and organisational measures to provide a level of protection commensurate with the potential risks, taking account of the state of the art, implementation costs, the nature, scale and context, the purposes of processing and the risks to your rights and freedoms. Although we endeavour to attain the highest possible level of security, it is not possible to completely rule out a data leak, for example as a result of a hacking attack.

In the event of a security breach which potentially poses a risk to your rights and freedoms, we are bound to report that data leak, the details and the potential risks to the Data Protection Authority without unreasonable delay and in any case within 72 hours after we become aware of the potential data leak.

If the security breach potentially poses a major risk to your rights and freedoms, we are also bound to inform you about that as soon as possible, unless (1) we have taken appropriate technical and organisational measures and those measures have been applied to the personal data affected by the breach, especially measures that render the personal data incomprehensible to unauthorised persons, such as encryption, (2) we have subsequently taken measures to ensure that the serious risk to your rights and freedoms will probably not occur again and (3) if the notification would require unreasonable efforts. In that case, a public announcement or similar measure which will inform the persons concerned just as effectively may be issued instead of the notification.

What are your rights concerning your personal data?

Your personal data is and remains your personal data. You retain complete control. We adopt optimum transparency, appropriateness and legitimacy towards you concerning the use of your personal data, ensuring that you retain control of your personal data and what happens to it. We explain below what your rights are concerning your personal data.

1. The right to inspect your data

You have the right to ask us at any time what data we hold about you and/or to what extent it is processed. If your personal data is processed, you have the right to inspect that personal data and find out why it is being processed, to whom the personal data is provided and the duration of processing of your personal data.

You also have the right to receive a copy of your personal data that is being processed, which will be provided to you free of charge. If you ask for additional copies, we may charge a reasonable fee based on the administrative expenses associated with your request. If you submit your request for a copy electronically, this copy will be provided to you in a widely-used electronic format, unless you request an alternative arrangement. You should be aware that we may ask for proof of identity to check that the personal data that you are requesting is indeed your own.

2. The right to correct your data

If your personal data is incorrect you may request at any time to have it corrected, or have it completed if it is incomplete. Any data processor who has received and/or processed the personal data will be informed immediately by us of your request for correction, unless this appears impossible or requires an unreasonable effort. Once again, you should be aware that we may ask for proof of identity to check that the personal data that you are requesting is indeed your own.

3. The right to have your data erased

You have the right to request us to erase your data without unreasonable delay. We may ask you for proof of identity to check that the personal data that you are requesting to be erased is indeed your own.

We are bound to erase your data without unreasonable delay (1) if your personal data is no longer necessary for the purposes for which it was collected or processed, (2) if you withdraw your consent for processing of your personal data and there is no other legal basis for the processing (for example the necessity of processing the data to fulfil a contract between you and KaDé), (3) if you object to the processing and there are no overriding compelling legitimate grounds for the processing, (4) if the personal data was processed unlawfully, (5) or if the personal data must be erased pursuant to a legal obligation imposed on us.

If your personal data is disclosed to a third party, and we are bound to erase it, bearing in mind the available technology and costs of implementation, we will take reasonable measures, including technical measures, to inform any organisation responsible for processing the data that you have requested erasure of any link to, copy or reproduction of your personal data.

The above does not apply for as long as the processing of your personal data is necessary (1) for the exercise of the right to freedom of expression and information, (2) for compliance with a legal processing obligation imposed on the organisation responsible for the processing, (3) with a view to archiving in the public interest, scientific or historic research or statistics and (4) for the initiation, bringing or substantiation of legal action.

4. The right to request restricted processing of your data

You also have the right to ask us to restrict the processing of your personal data if one of the following four situations arises:

- You dispute the correctness of the personal data: in that case, the processing of your data can be restricted for the period that we need to check whether it is correct;
- You request restriction of the use of your personal data instead of erasure, if processing has occurred unlawfully;
- We no longer need your data, but you need it yourself in order to assert, exercise or uphold your rights before a court of law;
- If you have objected to the processing of your personal data, the processing may be restricted while awaiting the answer about whether our legitimate grounds may outweigh your own.

If the processing of your personal data is restricted in one of the four situations described above, then this personal data can only be processed again (1) with your permission, (2) for the initiation, bringing or substantiation of legal action, (3) if the rights of another natural person or legal person must be protected or (4) for reasons of the overriding public interest.

Any data processor who has received and/or processed the personal data will be informed immediately by us of your request to restrict processing, unless this proves impossible or requires an unreasonable effort.

5. *The right of return of your personal data and the right to pass it on to another organisation responsible for processing*

If the processing of your personal data relies on consent or on a contract, you have the right to request the return of the data that you entrust to us, or to request that, if this is technically possible, your data should be transferred to another organisation responsible for processing, so that you can switch easily to another service provider.

6. *The right to object to processing of your personal data*

If processing is based on your consent or on a contract, you may withdraw your consent at any time, free of charge, or terminate the contract.

If the processing of your personal data is based on the public interest or a legitimate interest of the organisation that is processing your data, you may object to this at any time for reasons relating to your specific situation. Then we will cease processing, unless we are able to demonstrate that the compelling legitimate grounds for the processing override your interests, rights and freedoms, or if it is connected to the initiation, exercise or substantiation of legal action.

You always have the right, free of charge and without having to give your reasons, to object to the processing of your personal data for **direct marketing**. The processing of your personal data for direct marketing will cease immediately on receipt of your request.

7. *Complaints*

If you are of the opinion that the processing of your personal data is a breach of the prevailing privacy legislation, without prejudice to your other options for an effective legal remedy or an administrative appeal, you have the right to file a complaint with the Data Protection Authority.

You also have the right to seek an effective remedy before the Belgian courts against the Data Protection Authority if your complaint is not dealt with or if, within three months, you have not received any information about the progress or outcome of your complaint, or if you feel that you have been unfairly disadvantaged by the legally binding decision taken by the Data Protection Authority.

Without prejudice to your right to file a complaint with the Data Protection Authority, you also have the right to seek an effective legal remedy and if appropriate, provided that you can actually substantiate it in detail, seek compensation from the organisation responsible for the processing if you are of the opinion that your rights under the prevailing privacy legislation have been infringed.

Use of 'cookies'

During your visit to the site, 'cookies' may be placed on your computer's hard disk. A cookie is a text file that contains items of technical information (Internet settings) placed by a website's server in the browser of your computer or mobile device when you consult the website.

When you visit our website, various types of cookie may be used. 'Functional cookies' are cookies that are necessary to facilitate the operation of the website and to create a personalised user experience.

'Analytical cookies' generate statistics that give us a picture of usage of the website. By using Google Analytics, a web analysis service provided by Google Inc., this kind of analytical cookie is placed on your computer to analyse how visitors use the website (which pages are most popular, which problems users encounter on certain pages, etc.). The data collected in the context of Google Analytics is stored on the

servers of Google Inc. in the United States of America. By using this website, you are giving your permission for the processing of the information by Google in the way and for the purposes described above.

'Performance cookies' count how many visitors have visited a particular web page or can list the popular web pages, and can also analyse how you came to our website. We use that information to improve our website and optimise the user experience.

The information generated by cookies about your use of the website can be transferred to KaDé's own secure servers or those of a data processor who is also under a strict duty of confidentiality concerning your personal data. We use this information to update how you use our website, to generate reports about website activity and to offer other services relating to website activity and Internet usage. By using our website, you are agreeing to our use of cookies. You can always **refuse** the use of cookies by choosing the appropriate settings in your Internet browser, but we point out that in that case, it is possible that you may not be able to use the full functionality of our website.

Amendments

This privacy policy is tailored to the use of and the possibilities of this website. Any amendments and/or changes to this website may lead to amendments of this privacy policy. KaDé may also be obliged to adapt this privacy policy to new legislation and/or recommendations by the European Data Protection Authority. Amendments to this privacy policy will be announced on the website. Therefore, it is advisable to consult this privacy policy regularly.

Applicable law and competent court

This privacy policy is governed exclusively by Belgian law. In the event of a dispute relating to the validity, scope, interpretation or enforcement of this privacy policy, the courts of the Antwerp legal district, Turnhout division, shall have sole jurisdiction to hear such disputes.

Before any action is taken through the courts, the user and KaDé expressly agree that it is their mutual intention to attempt to resolve the dispute amicably by contacting each other directly.

Questions and feedback

We check on a very regular basis that we are complying with the prevailing privacy legislation. If you have questions or would like further explanation about this privacy policy, you can contact us using the following contact details:

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2250 Olen

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