



## Privacy declaration

Date last modified:  
Date last board approval:

June 1, 2021  
June 2, 2021



## Privacy statement Herbafrost NV

### General

This Privacy Statement regulates the processing of your personal data as part of the use of our website ([www.herbafrost.be](http://www.herbafrost.be)) and the related services. These processing operations are always carried out by HerbaFrost nv as the controller, established at B-2235 Hulshout, Industriepark 19, Zone A2 with company number BE 0469.917.884.

Protecting the personal data of customers and visitors is very important to HerbaFrost nv. That is why we make every effort to guarantee this data protection and always act in accordance with the General Data Protection Regulation (GDPR) when we process your personal data. With regard to the personal data that we process on our website ([www.herbafrost.be](http://www.herbafrost.be)), HerbaFrost nv will always act as the controller.

More specifically, HerbaFrost nv will always treat the personal data lawfully for specific purposes. We will do the necessary to never request more personal data than necessary for the purpose or to keep this personal data longer than necessary. Finally, HerbaFrost nv takes the appropriate technical and organizational measures that guarantee appropriate security so that the personal data is protected against accidental loss, destruction or damage.

This Privacy Statement was last updated on June 1, 2021. HerbaFrost nv reserves the right to amend this statement at its sole discretion. It will also keep visitors informed about changes at any time.

### Personal data

We define the processing of personal data as *an operation or a set of operations on personal data or a set of personal data, whether or not carried out by automated means, such as collecting, recording, organizing, structuring, storing, updating or modifying, retrieving, consult, use, provide by transmission, dissemination or otherwise make available, align or combine, shield, delete or destroy data.*

In accordance with current regulations, we define personal data as *any information about an identified or identifiable natural person ("the data subject"); an identifiable natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more elements characteristic of the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person.*

Examples of personal data are name, address or e-mail address, but also your IP address.

### *Why do we process your personal data?*

HerbaFrost nv will process your personal data for the following purposes:

Processing purposes	Legal basis
Processing your question via the contact form, by e-mail, by telephone or via social media.	Legitimate interest: to be able to answer your questions.

Direct marketing purposes to provide you with individual communications, promotions, offers and other advertisements from us or from our selected partners.	Legitimate interest: to keep you informed about our offers.
To inform you by means of periodic newsletters.	Consent
Profiling by means of a cookie that analyzes your online behavior and preferences. In this way we keep you informed of interesting activities at HerbaFrost nv that interest you.	Consent
Customer management.	Performance of an agreement
Internal purposes such as audits, data analysis and research to improve the products, services and communications.	Legitimate interest

### *To whom we pass on your personal data?*

We will not provide your personal data to third parties in an identifiable manner unless required to do so by law or unless you have given your explicit consent. HerbaFrost nv will do the necessary to process the personal data solely within the European Economic Area, except for the following processors of HerbaFrost nv:

- Sharpspring
- Mailchimp

Both transfers are subject to the EU – US Privacy Shield. They will do the necessary to adequately protect your personal data outside the EEA as well.

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

Your personal data will only be processed for as long as this is necessary for the purposes described in this Privacy Statement or if you withdraw your consent to process your data. In that case, we will do the necessary to stop the processing of your personal data as soon as possible.

### *What rights can you exercise as a data subject?*

As a data subject, you have the right to inspect all personal data that HerbaFrost nv processes about you.

As a data subject, you have the right to request rectification of personal data that is incorrect or inaccurate.

When the processing of your personal data takes place on the basis of consent, you are always able to withdraw this consent. This can be done by contacting us at [info@herbafrost.be](mailto:info@herbafrost.be).

As a data subject, you have the right to request your personal data to be deleted if it is no longer necessary in light of the purposes of this Privacy Statement or if you withdraw your consent to process your data. However, this right cannot be exercised if HerbaFrost nv is obliged to further process of this personal data by another legal determination.

If you want to exercise the above rights of the data subject or if you have any further questions, you can always contact us at [info@herbafrost.be](mailto:info@herbafrost.be).

If you want to exercise your rights, you will always have to identify yourself appropriately. This happens if you send your request, for example, from the e-mail address that is already known to us.

If you are not satisfied with the handling of your request, you can always submit a complaint to the competent data protection authority, being the Data Protection Authority in Belgium.

For more information, please visit [www.privacycommission.be](http://www.privacycommission.be).

## Cookies

Our website ([www.herbafrost.be](http://www.herbafrost.be)) uses cookies. Cookies are small information files stored on your computer's hard drive. This information makes your visit to the site faster and more efficient.

If you disable the use of cookies in your browser, we cannot guarantee the correct functioning of the website. The cookies are mainly used to track your session and to improve your experience on our website.

Furthermore, our website will use tracking cookies that analyze your surfing behavior so that we can inform you about activities of HerbaFrost nv that you may find interesting. This analysis will be done using Google Analytics and Sharpspring. This processing of your personal data will only take place after you have given your consent. You are always able to withdraw your consent in this regard.

### *Which cookies do we use on [www.herbafrost.be](http://www.herbafrost.be)?*

Herbafrost nv uses different types of cookies. More information about the properties of the various cookies can be found in the following table:

Personal data	Processing target	Name	Type	Legality	Retention period
Geographical location	Geolocation: to track the location of visitors sharing content via social media.	loc	Non-functional	Consent	Expires after 1 year
No personal data	AddThis-cookie. Allows easy sharing of content.	mus	Non-functional	Consent	Expires after 1 year
IP-address	Addthis-cookie. Creates a unique machine-generated user ID. Recognizes the user.	uid oid	Non-functional	Consent	Expires after 1 year
No personal data	Updates the counter of the number of times something has been shared on social media.	uvc	Non-functional	Consent	Expires after 1 year
No personal data	Anonymous tracking of behavior on the website to generate trends.	xtc	Non-functional	Consent	Expires after 1 year
No personal data	The anj cookie contains data indicating whether a cookie ID is synchronized with our partners.	anj	Non-functional	Consent	Expires after 3 months
No personal data	Tests if the browser is	sess	Non-	Consent	Expires

data	configured to allow cookies from AppNexus.		functional		after 1 day
IP-address	Creates a unique user ID that is used for targeted advertising.	<b>uuidz</b>	Non-functional	Consent	Expires after 3 months
IP-address	Used for targeted advertising.	<b>_adroll</b>	Non-functional	Consent	Expires after 1 month
IP-address	Controls the synchronization of user identification and the exchange of user data between different advertising services.	<b>c</b>	Non-functional	Consent	Expires after 1 year
IP-address	Registers a unique ID that identifies a returning user's device. The ID is used for targeted advertising.	<b>tuuid tuuid_lu</b>	Non-functional	Consent	Expires after 1 year
No personal data	Google advertising cookie: registers behavior after seeing/clicking on an ad for analysis.	<b>IDE</b>	Non-functional	Consent	Expires after 1 month
No personal data	Like and Share buttons from Facebook.	<b>fr</b>	Non-functional	Consent	Expires after 3 months
No personal data	Used to collect statistics and track conversion rates.	<b>1P_JAR</b>	Non-functional	Consent	Expires after 1 month
No personal data	Saves the visitor's choice regarding the cookie policy.	<b>CONSENT</b>	Functional	Consent	Expires after 20 years
IP-address	Registers a unique ID that identifies a returning user's device. The ID is used for targeted advertising.	<b>NID</b>	Non-functional	Consent	Expires after 6 months
No personal data	Allows to share posts on LinkedIn.	<b>bcookie</b>	Non-functional	Consent	Expires after 2 years
No personal data	Enables LinkedIn's follow feature on the website.	<b>lidc</b>	Non-functional	Consent	Expires after 1 day
No personal data	Stores an anonymous LinkedIn user ID, which is used for targeted advertising.	<b>BizoID</b>	Non-functional	Consent	Expires after 6 months
No personal data	Stores when the cookie ids were last	<b>UserMatchHistory</b>	Non-functional	Consent	Expires after 6

	synchronized.				months
Preferred language	LinkedIn cookie that saves the visitor's language.	<b>lang</b>	Non-functional	Consent	Expires after end of session
No personal data	OpenX-cookie. Creates a unique ID and saves how many times a visitor has seen an ad, conversion percentages and segmentation.	<b>i</b>	Non-functional	Consent	Expires after 1 year
No personal data	Tracks conversion rates from ads that appear on other websites.	<b>__ar_v4</b>	Non-functional	Consent	Expires after 6 years
No personal data	Ensures that the visitor sees the correct number on the counter when they share a page on social media.	<b>__atrf</b>	Functional	Legitimate interest: functioning website	Expires after end of session
No personal data	Updates the counter of a website's social sharing features.	<b>__atuv</b>	Non-functional	Consent	Expires after 1 month
No personal data	Causes the updated counter to be displayed to the user when a page is shared with the social media sharing service, AddThis.	<b>__atuv</b>	Non-functional	Consent	Expires after 30 minutes
No personal data	Associated with AdRoll, used for targeted advertising.	<b>_te_</b>	Non-functional	Consent	Expires after 1 year
No personal data	Poppio-cookie. Used to show more relevant ads and to measure how often someone sees the same ad.	<b>did didts</b>	Non-functional	Consent	Expires after 1 year
No personal data	Poppio-cookie. Used to show more relevant ads and to measure how often someone sees the same ad.	<b>nns pxrc</b>	Non-functional	Consent	Expires after 2 months
No personal data	Collects anonymous data from the user's visitor to the website for targeted advertising.	<b>ck1 rt1-z</b>	Non-functional	Consent	Expires after 6 months
No personal data	Collects anonymous data from the user's visitor to the website for targeted advertising.	<b>rlas3</b>	Non-functional	Consent	Expires after 1 year

