

CRANIUM

Online Marketing Privacy Statement

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General

This Privacy Statement governs the processing of your personal data as part of the use of our websites and related online services. These processing operations are always carried out by Renson as controller.

Renson remains committed to protecting the privacy of its users to the fullest extent possible. This Privacy Statement is all about helping you better understand how Renson collects and uses your information, and about understanding the choices you have to protect your information.

Protecting users' personal data is very important to Renson. We make every effort to ensure data protection and always act in accordance with the General Data Protection Regulation (GDPR) when we process your personal data.

More specifically, Renson will always handle personal data lawfully for specified purposes. We will take the necessary steps to never request more personal data than necessary for its purpose or to keep personal data longer than necessary. Finally, Renson will take technical and organisational measures to ensure that your personal data is protected.

This Privacy Statement was last updated on 02/02/2022. Renson reserves the right to modify this Privacy Statement as necessary. Changes will always be communicated.

1 Organisation

In this privacy and cookie statement, (i) 'we' will mean Renson Ventilation NV with registered offices at Maalbeekstraat 10, B-8790 Waregem and company registration number 0462.152.837 (RLE Ghent, department Kortrijk), www.renson.eu, and all companies affiliated with Renson* and (ii) 'you': any natural person who uses our website and/or our online platform. This privacy and cookie statement is also available online on our website.

The following companies are associated with the « RENSON GROUP » : Renson Ventilation NV, Renson Sunprotection Projects NV, Renson Sunprotection Screens NV, ARLU NV, Esafe BVBA, Renson Fabrication Ltd, Renson Inc, Renson Shanghai, Corradi, Corradi USA, Corradi Srl SRL, OpenMotics BV.

2 Personal data

2.1 Proportional processing

We process personal data:

- in connection with the preparation, execution or termination of an agreement;
- to comply with legal obligations;
- for our legitimate interests, in which case we will seek to balance this interest with respect for your privacy.

If processing is not necessary for one of these reasons, we will always inform you and where legally required, ask for your consent regarding our intended communication.

2.2 What personal data do we process?

In our processing operations, we distinguish between different types of personal data that may be combined. Renson may collect and process the following categories of personal data:

- Identification data, such as your name, address, e-mail address, telephone number and IP address.
- Professional data, such as your occupation, professional activities and type of business.
- Consultation details, such as the likely time and place of the consultation.
- Cookies, for example, your language preferences and navigation on our websites and apps.
For more information on cookies, please see our cookie policy .

2.3 Why do we process your personal data?

We process your personal data when you use our website, for example to request information, schedule online meetings, request product configurators or to register for events.

Data processing is essential for the functioning of the website and its services. Processing is carried out exclusively for the following purposes:

2.3.1 Sales

We want to help you in a proactive way. This means that we may use the information you provide on our website to send you useful information or contact you. We will always ask for your consent.

2.3.2 Newsletters

We would like to offer you newsletters to keep you informed about our recent developments. We will use your data to send these newsletters to you. We will always ask for your consent.

2.3.3 Direct marketing

To inform our customers about products, services and company information, we regularly send out e-mails. This means that we may send you an e-mail if we offer a discount on one of our products for example. We will always ask for your consent.

2.4 Do we disclose your personal data to third parties?

Within the RENSON GROUP, data may be exchanged for specific purposes. This data will always remain within the RENSON GROUP.

Renson uses a number of processors. These are parties that may only process your data for the purposes that we determine. Under no circumstances will they process your personal data for their own purposes.

Renson Ambassadors may receive your data to reach out to you within your region for the purposes indicated under section 2.3. If you wish to have an overview of the Renson Ambassadors, you can send us an email to privacy@renson.be requesting a list of our current Ambassadors.

Renson will take the necessary steps to process your personal data only within the European Economic Area. In the event, where your personal data is processed outside the European Economic Area, Renson will take the appropriate measures to protect your personal data at all times.

2.5 How long do we keep your personal data?

Renson will not retain the user's personal data longer than necessary for its purpose. If the user wishes to delete their account, their personal data will be deleted at the latest 14 days after deactivation. If we wish to continue using personal data after the retention period has expired, we will ask for your consent again.

3 What rights do you have, and how do you exercise them?

3.1 The access to your personal data.

You have the right to inspect all your personal data processed by us. You can also obtain a copy of this data, which we will provide to you on paper or digitally. You can do this by sending an e-mail to privacy@renson.be.

3.2 Correcting your personal data.

You have the right to ask us to correct your personal data if it is not correct or complete. You may also request that we temporarily restrict processing of your personal data until they are correct or complete. You can do this by sending an e-mail to privacy@renson.be.

3.3 Withdrawing your consent.

You have the right to withdraw your consent at any time. You can do so by sending an e-mail to privacy@renson.be. The possible consequence is that you will no longer be able to use certain functionalities.

3.4 Erasure of your personal data.

You have the right to request that your personal data be deleted if the data is no longer necessary in view of the purposes of this privacy statement, or if you withdraw your consent to the processing. You can do this by sending an e-mail to privacy@renson.be.

Please note: We cannot delete your personal data if we have to retain it due to a legal obligation.

3.5 Transferring your personal data.

You have the right to receive your personal data in a universally readable format, such as a text file or other digital file, if the processing took place in the context of an agreement or on the basis of your consent. You can do this by sending an e-mail to privacy@renson.be.

3.6 Objecting to the processing of your personal data.

If you believe that we are not using your personal data in a proper manner, you may object to such processing, such as processing in the context of newsletters, marketing, or other processing that is not necessary for our products and services. You can do so by sending an e-mail to privacy@renson.be.

3.7 Filing a complaint with the supervisory authority

If you are not satisfied with the way your personal data is handled, you may file a complaint with the competent data protection authority. This is the Belgian Data Protection Authority. For more information, please visit www.gegevensbeschermingsautoriteit.be.