

1. Contact details

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2. Managing personal data

We use our website to process personal data, including sensitive personal data. Vip.Hismith.com is committed to managing personal data with diligence, and we process and protect this data securely and compliantly.

When processing personal data, we comply with the requirements under data protection and privacy laws. This means, for example, that:

- we **clearly state** in this Privacy Statement the **purposes** for which we process personal data.
- we limit the **collection of personal data** to the personal data required for legitimate purposes;
- we will first **ask you for express permission** to process personal data in cases where your consent is required;
- we take **appropriate security measures** to protect your personal data and require the same of organizations tasked with processing our personal data on our behalf;
- we respect your right to **provide you with access to your personal data at your request, or to correct or erase this data.**

This Privacy Statement explains what types of personal data we collect and use, and for what purpose(s). We recommend that you read this Privacy Statement carefully.

3. Personal data we process

Vip.Hismith.com processes your personal data because you use our services and/or because you have shared it with us voluntarily. These are the various types of personal data we process:

- Name and address details
- Phone number
- Email address
- Payment details
- Sex
- IP address

This data is processed exclusively based on the objectives and principles specified in paragraph 5.

4. Special categories of personal data and/or sensitive personal data we process

Our website and/or services has/have no intention to collect information and/or data regarding website visitors under 16 years of age, unless they have received consent from the parents or guardians of these minors. However, since we cannot verify that visitors are older than 16, we recommend that parents monitor their children's online activities, so as to prevent data and information being collected about minors without parental consent. If you are certain that we have collected information and data about a minor without this consent, please contact us b2b@hismith.com, and we will delete this information.

5. For what purpose and on what grounds do we process this personal data?

Hismith.nl processes your personal data for the following purposes:

- Sending out our newsletter and/or advertising leaflets
- To be able to phone or email you if this is necessary for us to be able to provide our services
- Informing you about our services and products, and any changes thereto
- Providing you with the option to create an account
- Handling complaints through our website
- Vip.Hismith.com analyzes your behavior on the website in order to improve this website.
- Vip.Hismith.com also processes personal data if we are required by law to do so, for example data we require to file our tax returns.

Registering My Account and My Hismith Account

Certain features of our website (including the Mijn Account and) require that you register first. Once you have registered, we will save the username you selected and the personal data you provided, so that you will not need to re-enter these details every time you visit our website and so that we will be able to contact you in the performance of the Agreement.

Access to My Account on Vip.Hismith.com

Our portal provides you with access to a management feature where you can personally configure, provide and modify information.

Complaint form, contact form and enquiry form.

We provide you with the option on our website to complete a complaint form and a contact form, and to ask us questions by completing an enquiry form. You will be asked to enter various details, so we can process and/or answer your question or query. You personally choose what types of information and data you provide. Any data you share with us will be saved as long as necessary in order to be fully

answered and processed. We will subsequently retain data for a maximum of one year for statistical purposes.

Newsletter

We distribute a newsletter through which we share information with interested parties regarding e-commerce-related issues, including relevant laws and regulations, market trends, market surveys, and related products and/or services provided by Hismith.nl and by third parties. You can register for our newsletter through the website. Your email address will be automatically added to the subscriber list. In addition, every issue of the newsletter contains a link to unsubscribe.

Other communications

Besides the information contained on our website, we may also inform you about our products and services using the following media:

- mail
- email
- social media
- telephone

6. How long do we retain personal data?

Hismith.nl does not retain your data any longer than is strictly necessary for the purposes for which your data was collected.

The data is subsequently erased, after which it is no longer required for the purposes for which your data was collected, unless there is a legal or statutory requirement to retain it for a longer period of time (e.g., the retention requirement, for tax purposes, of payment data).

7. Sharing personal data with third parties

Vip.Hismith.com will share your personal data with carefully selected third parties if this is necessary for the performance of the agreement and/or to fulfill any legal or statutory requirements. We enter into data processing agreements with companies that process your data on our behalf, so as to ensure the same level of security and confidentiality of your data. Vip.Hismith.com remains responsible for the data processed by these third-party data processors.

These third-party service providers include auditors, financial services providers, website support providers, applications, and CRM, and collection agencies.

With your consent

In addition, Vip.Hismith.com may, in some cases, share your personal data with other organizations. However, we will do so only after notifying you first and with your express consent.

8. Cookies and similar technologies we use

Vip.Hismith.com uses functional cookies, analytical cookies and tracking cookies. Cookies are small text files that are stored in the browser of your PC, tablet or smartphone the first time you visit our website. Vip.Hismith.com uses cookies with a strictly technical functionality; these ensure that the website operates properly and that your preferred settings are remembered. Additionally, we use cookies that keep track of your browsing patterns, so we can offer you personalized content and advertisements. During your first visit to our website, we informed you about these cookies and asked you for permission to set the cookies. You can disable cookies in your web browser, which means it will no longer store cookies. You can also modify your preferences on this page:

Third parties

Third parties also set cookies on our website, including advertisers and/or social media companies. We also use a Facebook Pixel to measure the performance of our Facebook advertisements. The Facebook Pixel ensures that we can show the other visitors to the Vip.Hismith.com website targeted advertising on Facebook and measure the results.

During your first visit to our website, we informed you about these cookies and asked you for permission to set the cookies. We cannot guarantee that these third parties will manage your personal data securely or reliably. We recommend that you read the privacy statements of the third parties specified above before using their websites. Read more on www.facebook.com/about/privacy.

Google Analytics

We use Google Analytics to keep track of how visitors use our website. We have entered into a data processing agreement with Google containing our data management terms. We have not given Google permission to use the Analytics information acquired for other Google services, and we have IP addresses anonymized.

9. Accessing, modifying, or erasing data

You have the right to access, correct, or erase your data. In addition, you have the right to withdraw your consent (if applicable) to process your personal data at Hismith.nl. You also have the option to request a data transfer for any data and information we use with your consent, or inform us (stating reasons) that you would like us to restrict the processing of personal data.

You can send your request to access, correct, or erase your personal data or to have your data transferred, or revoke your consent or submit your objection to the processing of your personal data to b2b@hismith.com

In order for us to be certain that the request was made by you personally, we request that you provide adequate identification. We will respond as soon as possible, but in any event within four weeks, upon your request.

Personal Data Protection Authority

Naturally, we will be pleased to assist you if you have any complaints about how your personal data is processed. Pursuant to the privacy protection laws, you are also entitled to submit a complaint to the Personal Data Protection Authority against this personal data processing.

10. How do we secure personal data?

Vip.Hismith.com is committed to protecting your personal data and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized modification. If you believe your data is not securely protected or that there are indications of misuse, please contact us at b2b@hismith.com.

11. Amendments to this Privacy Statement

We reserve the right to amend this Privacy Statement. We recommend that you check this Privacy Statement regularly, so you are aware of these amendments.