

## PRIVACY AND COOKIE STATEMENT

The activities of Esthec B.V. and/or its affiliated parties consist of the development, production and application of synthetic floor systems. To perform our activities as best as possible, it is sometimes necessary to process your personal data. Personal data are data that provide information about an individual, such as contact details, but also financial data or other privacy-sensitive information.

We only collect personal data when we perform a contract for you, or when you visit one of our premises or our website. We mainly use personal data in order to perform the contract for you. Personal data include data that relate to your employees or customers, for example.

When we process personal data, we always do this carefully and in accordance with the law and our internal privacy policy. The basic principles of our internal privacy policy are as follows:

- We always tell you what we do with your data on how you can exercise your rights, such as your right of access and right to object.
- We only use data for the purpose for which they have been collected (such as performing a contract, account management, customer accounting, and marketing).
- We do not collect, use and retain more data than we need to achieve the purpose for which we have obtained the data, and we only collect, use and retain data if we cannot achieve this purpose through other means.
- The more privacy-sensitive data are, the less use we make of such data.
- We only use data to the extent that the law provides a legal basis for doing so.
- We take suitable security measures against the loss of, or unauthorised access to, personal data.
- We only disclose your personal data to third parties if we are provided with sufficient guarantees for the protection of your data.

This Privacy Statement provides information about what we do with the personal data we obtain in the performance of our activities. In this Privacy Statement we answer the following questions:

- Which types of personal data do we process?
- For which purpose do we process your personal data?
- Why are we allowed to use your personal data?
- Who has access to your personal data?
- How long do we retain your personal data?
- Do I need to provide personal data to Esthec?
- Who controls the processing of my personal data?
- Who can I contact if I have questions about the use of my personal data?
- What about the use of my personal data by third parties?
- How do we protect your personal data?
- What rights do you have regarding the use of your personal data (and how can you exercise them)?
- Do you place cookies when I visit your website?
- Do you use my data for sending newsletters?

Esthec B.V.  
The Netherlands

**Correspondence**  
P.O. Box 131  
NL - 3340 AC

**Visitor center**  
Noordeinde 2  
3341 LW Hendrik-Ido-Ambacht

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info@esthec.com  
www.esthec.com

## **FOR CUSTOMERS AND BUSINESS RELATIONS**

### **Which data do we process?**

- Contact details of the customer or their legal representatives (such as their first name, last name, address and telephone number);
- Data that will be necessary to perform the project (such as data about the end user and their employees or customers); and
- Data that will be necessary to calculate or record invoices, make payments and collect receivables.

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

- Providing services and advice to customers;
- Purchasing services and products from our supplier;
- For account management, marketing, customer accounting and service purposes; in order to:
  - Share with you the latest news about Esthec;
  - Inform you about relevant products and services;
  - Facilitate sales promotion activities;
  - Measure the response to our marketing campaigns;
  - Enable customer accounting and accounts receivable management;
  - Manage a Customer Management System (CMS); and
  - Conduct market research.

### **Why are we allowed to use your personal data?**

The use of your personal data is necessary in order to:

- Perform our contract;
- Comply with our statutory obligation;
- Exercise our legitimate interest in being able to (continue to) offer our services and products to our customers as efficiently as possible; and
- Represent your legitimate interest in receiving the best possible products and services in accordance with Esthec standards.

### **Who has access to your data?**

- Esthec uses various systems for the processing of your personal data, and your personal data may therefore also be processed by the providers of those systems.

- Only Esthec employees who need the personal data in order to perform their work have direct access to your data in Esthec's systems.

- Esthec sometimes shares personal data with market research firms and other third parties. Where possible, we do this in an anonymised form.

For more information about this, please contact us via [privacy@esthec.nl](mailto:privacy@esthec.nl).

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

We remove the data once we no longer need them for the intended purpose, except if we must retain your data for a longer period pursuant to a statutory provision, or if retaining them for longer is truly necessary for the performance of our activities. For more information, please contact us via [privacy@esthec.nl](mailto:privacy@esthec.nl).

### **Do I need to provide these data to Esthec?**

The processing of these personal data is necessary if you use our services, as we cannot deliver our products and/or provide our services properly without these data.

## **FOR VISITORS OF THE WEBSITES**

(If you complete the contact form, for example, or subscribe to our newsletter or create a MyEsthec account.)

### **Which data do we process?**

- Contact details (such as name and email address);
- The message you have left with us, including any personal data contained in your message;
- Cookies (explained below)

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

- For service purposes: to be able to follow up your message and inform you about the follow-up steps.
- For account management, marketing, customer accounting and service purposes (to share with you the latest news about Esthec and inform you about relevant products and services); for marketing and to measure the response to our marketing campaigns, and to improve the management of our Customer Management System (CMS) and the functioning of our website.

### **Why are we allowed to use your personal data?**

In order to exercise our legitimate interest in being able to (continue to) offer our services and products to the visitors of our website as efficiently as possible and to use our website as best as possible, and for our account management.

### **Who has access to your data?**

- Esthec uses various systems for the processing of your personal data, and your personal data may therefore also be processed by the providers of those systems. For more information about this provider, please contact us via [privacy@esthec.nl](mailto:privacy@esthec.nl);
- Only Esthec employees who need the personal data in order to perform their work have direct access to your data in Esthec's systems.

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

We remove the data once we no longer need them for the intended purpose, except if we must retain your data for a longer period pursuant to a statutory provision, or if retaining them for longer is truly necessary for the performance of our activities. For more information, please contact us via [privacy@esthec.nl](mailto:privacy@esthec.nl).

We retain the contact details of visitors who subscribe to our newsletter for no longer than four weeks after they have unsubscribed.

### **Do I need to provide these data to Esthec?**

The processing of these personal data is necessary if you want us to handle your message or meet your request to receive a newsletter. Without these data, we cannot handle your message.

## **FOR VISITORS TO ESTHEC PREMISES**

### **Which data do we process?**

- Contact details (such as first name, last name, business name and number plate);
- Security camera footage.

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

For internal control and business security purposes.

### **Why are we allowed to use your personal data?**

The use of your personal data is necessary in order to exercise the legitimate interest of Esthec or third parties. That legitimate interest is the interest of Esthec in securing our properties.

### **Who has access to your data?**

- Esthec uses various systems for the processing of your personal data, and your personal data may therefore also be processed by the providers of those systems. For more information about this provider, please contact us via [privacy@esthec.nl](mailto:privacy@esthec.nl);
- Only Esthec employees who need the personal data in order to perform their work have direct access to your data in Esthec's systems.

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

We retain your contact details for no longer than six months after you visited our office building, except if we must retain your data for a longer period pursuant to a statutory provision, or if retaining them for longer is necessary for the performance of our activities.

### **Do I need to provide these data to Esthec?**

The processing of these personal data is necessary if you want to access Esthec's building. Without these data, we cannot grant you access.

### **Clicking behaviour and visitor data**

The website collects general visitor data. This may specifically involve the registration of your computer's IP address, your username, if any, the time of retrieval and data sent by your browser, which may be used for statistical analyses of the visitor and clicking behaviour on our website. This enables us, among other things, to optimise the functioning of the website.

Where possible, Esthec B.V. anonymises any data it discloses. The data are not disclosed to third parties outside the Esthec group.

### **Google Analytics**

We use Google Analytics to monitor how users use our website and to monitor the effectiveness of our AdWords adverts that appear next to Google search results. The information thus obtained, including your computer's IP address, is transferred to and stored on servers in the United States by Google. For more information, Esthec B.V. refers you to the Privacy Policy of Google and Google Analytics.

Google uses this information to monitor how our website is used, to report to us about our website, and to provide its advertisers with information about the effectiveness of their campaigns. Google may disclose this information to third parties if Google is required to do so by law, or if these third parties process the information on Google's behalf. We cannot influence this.

## **Social media**

Social media platforms include buttons to promote or share pages in social networks. These buttons rely on a code that is supplied by the platform itself. This code places a cookie and other data. For more information on what social media platforms do with your personal data and how they process this code, please check the social media platforms' privacy statements (which may change regularly).

## **Use of cookies**

In offering our electronic services we use cookies. A cookie is a simple small file that is sent along with pages of this website and stored by your browser on your computer's hard disk. We use cookies to remember your settings and preferences. You can disable these cookies via your browser. For instructions on how you can change your cookie settings, please contact your browser provider.

The American company Google places cookies via our website as part of its Analytics service. We use this service to monitor how users use our website and to receive reports about this. Google may disclose this information to third parties if Google is required to do so by law, or if these third parties process the information on Google's behalf. We cannot influence this.

## **Sending newsletters**

- Esthec uses contact details of its customers to send service emails and commercial information, such as newsletters and invitations to events. You can unsubscribe to these emails by clicking on the unsubscribe option in the email, or by sending an email to [marcom@esthec.nl](mailto:marcom@esthec.nl). Esthec will retain your data for up to three years after you unsubscribed.
- Contact details of business relations that are not part of our customer base are also used for sending service emails and commercial information, such as newsletters and invitations to events, but only after obtaining your explicit permission. You can subsequently unsubscribe to these emails by clicking on the unsubscribe option in the email, or by sending an email to [marcom@esthec.nl](mailto:marcom@esthec.nl). Esthec will retain your data for up to three years after you unsubscribed.

## **Who controls the processing of my personal data?**

Esthec B.V., Postbus 131, 3340 AC, Hendrik-Ido-Ambacht, The Netherlands.

## **Who can I contact if I have questions about the use of my personal data?**

For questions about your rights and the use of your personal data, you can contact our Legal department via [privacy@esthec.nl](mailto:privacy@esthec.nl).

## **What about the use of my data by third parties?**

- Esthec has made agreements with all parties to which it discloses personal data, which ensures there are sufficient guarantees for the careful processing of your personal data in accordance with the law and Esthec's internal privacy policy.
- Third parties are only granted access to your personal data if that is in accordance with the purposes for which the data have been obtained and in accordance with the relevant statement. The applicable confidentiality and security required by law are complied with, in order to prevent that your data are disclosed to third parties without good reason.
- If we must disclose your data to competent authorities based on a statutory requirement, Esthec will always look for options to protect your privacy as much as possible.
- In principle, your personal data will not be sent to locations outside of Europe, except if the purpose for which the data have been collected requires Esthec to do so. In that case, Esthec will only send these data to locations outside of Europe under specific statutory conditions. Esthec will then use the EU model clauses.
- For more information about third parties, you can contact our Legal department via [privacy@esthec.nl](mailto:privacy@esthec.nl).

## How do we protect your data?

- Esthec takes all reasonable, suitable security measures to protect our visitors and participants against unlawful access or changes to, or disclosure or destruction of, their personal data. Esthec therefore complies with all the applicable statutory requirements with regard to security measures.
- If in spite of all the security measures, an incident occurs that could potentially have consequences for your data, Esthec will immediately inform you about this. We will then also inform you about the measures and steps Esthec will take to prevent such incidents in future.

## What are your rights?

- You can object to the use of your personal data, for example if you are of the opinion that the use of your data is not necessary for the performance of Esthec's activities or to comply with a statutory obligation.
- You can have your data **rectified** if you are of the opinion that the data which Esthec has recorded are inaccurate. This means you can **ask** Esthec **which data we have** about you, so that you can check them. You can then also request Esthec to **limit** the data we keep about you. You can ask Esthec to limit the use of your data during the period which Esthec needs to assess your request.
- You can ask Esthec to **remove** your data from the / our systems.
- You can ask Esthec to send / **transfer** the data to a third party.
- Esthec will handle and meet your request, except if Esthec has a legitimate interest pursuant to a statutory provision or another compelling legitimate interest that overrides your privacy interest. Due to technical reasons, we cannot remove all data we have stored about you in (old) backups. If your request requires Esthec to take unreasonably burdensome technical measures, Esthec is entitled to refuse your request.
- You can submit the above-mentioned requests by sending a registered letter to:

Esthec B.V., Postbus 131, 3340 AC Hendrik-Ido-Ambacht, The Netherlands. You need to include your name, address and telephone number and enclose a copy of a valid ID. Please remember to block out your citizen service number (BSN) on the copy of your ID.

- Esthec will answer your request within one month.
- If you have a complaint about the procedure and/or Esthec's processing of your data, you can submit a complaint to the Dutch Personal Data Authority on its website [www.autoriteitpersoonsgegevens.nl](http://www.autoriteitpersoonsgegevens.nl).