

This Privacy Statement applies to all legal entities within the Ecobliss Group, including Ecobliss Holding BV, Ecobliss Blisterproducts BV, Ecobliss Blisterpackaging BV and other affiliated entities that declare this Privacy Statement applicable.

### **Article 1 Definition**

Ecobliss considers the protection of your personal data to be very important. We process your personal data in accordance with the applicable data protection regulations, including the General Data Protection Regulation (Regulation (EU) 2016/679, hereinafter referred to as the "GDPR").

In this Privacy Policy, we explain, among other things, which personal data we collect, for which purposes and on the basis of what principles we collect these.

### **Article 2 Data minimization policy**

We do everything we can to safeguard your privacy and therefore treat personal data with utmost care. Ecobliss shall in all cases comply with the applicable legislation and regulations, including the General Data Protection Regulation. In any case, this implies:

- The processing of your personal data will be in accordance with the purpose for which they have been provided, and these purposes and the type of personal data are described in this Privacy Statement;
- The processing of your personal data is limited to those data that are required as a minimum for the purposes for which they are processed;
- We will ask for your explicit consent if we need it for the processing of your personal data;
- We have taken appropriate technical and organizational measures to ensure the security of your personal data;
- We do not pass on personal data to other parties, unless this is necessary for the execution of the purposes for which they were provided;
- We are aware of your rights with regard to your personal data, aim to inform you about these and will always respect them.

### **Article 3 Purpose of the processing**

Personal data of our business relations will be processed by Ecobliss for the following purpose(s):

- Administrative purposes related to the business operations of Ecobliss.
- Communication/correspondence about the (execution of the) order.
- Execution/completion of an agreed order.
- Processing orders from the web shop, to optimize the digital shopping experience and to inform you about special offers and discounts.

### **Article 4 Collection of personal data basis**

1. Dealing with requests or applications made to Ecobliss by means of a contact form and/or e-mail. For the above-mentioned purposes, Ecobliss asks for the following personal data: Name (complete); Function; Company name; (Business) E-mail address (Business); Phone number; Delivery address; Order-related information (quantity and item number).
2. Personal data of prospects, stakeholders and/or interested persons will be processed by Ecobliss for the following purpose(s): Provision of information in the form of mailing and/or targeted contacts, in order to achieve cooperation.
3. The basis of consent is also met through verbal agreement, issuing a business card and through linking through social media.

4. Ecobliss does not store personal data for longer than is necessary and required by law for the duration of the agreement.

#### **Article 5 Transfer to third parties**

1. We may transfer the information you provide to us to third parties if this is necessary for the execution of the purposes described above. For example, we use a third party to take care of the financial and personnel administration; the transport of the order(s); and the optimisation of the quality management system and the automation system;
2. We will not disclose the information you provide to parties other than those mentioned above, unless required and permitted to do so by law. An example of this is that the judicial authorities request (personal) data from us in the context of an investigation. In such a case we must cooperate and are therefore obliged to provide this information. We may also share personal data with third parties if you give us permission to do so.

#### **Article 6 Security measures**

We have taken appropriate technical and organisational measures to protect your personal data against unlawful processing.

- All persons who can take cognizance of your data on behalf of Ecobliss are bound by the obligation of confidentiality.
- We have a user name and password policy;
- We pseudonymise and encrypt personal data if there is reason to do so;
- We make backups of our software to recover it in the event of physical or technical incidents;
- We regularly test and evaluate our measures;
- Our employees have been informed about the importance of the protection of personal data.

#### **Article 7 Online data**

1. We use Google Analytics to collect visitor information. This means that we gain insight into all visitors to our website. We use this tool internally to check the performance of certain actions and when peak moments occur, e.g. of orders.  
We have rendered all IP addresses that we collect anonymous by means of Google Analytics. This means that we do not forward your full IP address to Google Analytics. As a result, we do not have any specific insight into where you are. If desired, you can block the Analytics script by downloading this tool: <https://tools.google.com/dlpage/gaoptout>.
2. Our hosting party records (limited) IP addresses of visitors. These IP addresses are not directly accessible through a website. Our hosting party does this in a security context. In the event of an attack, it is essential for our hosting party to be able to trace the "perpetrator". This can only be done on the basis of an IP address.
3. We only use functional cookies. These permission-free cookies are necessary for the technical operation of the website and your ease of use. You can unsubscribe from cookies by setting your internet browser in such a way that it no longer stores cookies. In addition, you can also delete all information previously stored through your browser's settings.

#### **Article 8 Data Leakages**

We speak of a data breach when personal data fall into the hands of third parties who are not allowed access to those data. Data leaks are reported internally to the management, which acts as the responsible processor. The management shall investigate whether the breach is likely to pose a risk to the rights of the individuals concerned. If there is a risk of infringement of the rights of the individuals concerned, the data leak will be reported to the APD without unreasonable delay, within 72 hours after knowledge of the infringement has been gained.

### **Article 9 Rights of individuals concerned**

Ecobliss honours all rights and obligations of the parties involved, such as the aforementioned EU-GDPR Act (art. 15-17). In order to make use of his/her rights, the individual concerned may submit a written request. Ecobliss has four weeks from receipt of the request to assess whether the request is justified. You can object to the decision through Ecobliss, or file a complaint with the Authority for Personal Data (APD). For more information, please send an e-mail to [info@ecobliss.com](mailto:info@ecobliss.com).