

APPLiA - Home Appliance Europe

WEBSITE DATA PROTECTION POLICY

Last modified: May 2018

I. INTRODUCTION

This policy describes the types of personal data APPLiA - Home Appliance Europe (the "Association," "we," "our," or "us") may collect from you or that you may provide when you visit the website www.applia-europe.eu ("Website") and our practices for collecting, using, maintaining, protecting, and disclosing that personal data. This policy does not apply to personal data collected by us offline or through any other means, including on any other website operated by the Association or a third party or through any application or content (including advertising) that may link to or be accessible from the Website.

The Association is committed to protecting your data. We provide this policy to explain the type of personal data we collect and to inform you of the specific practices and guidelines that ensure the security and confidentiality of your personal data. Please read this policy carefully. If any term in this policy is unacceptable to you, please do not use the Website or provide any personal data and contact use at gdpr@applia-europe.eu.

This policy may change from time to time (see Revisions to our Data Protection Policy).

II. PERSONAL DATA WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

We collect several types of data from and about users of our Website, which may include data defined as personal data under an applicable law ("personal data").

As you navigate through the Website, we use automatic data collection technologies that automatically collect personal data such as your age, gender, interests, usage details (viewed content & pages on the website, duration, frequency and number of visits), geographical location, IP address, and personal data collected through cookies.

We also collect personal data about your internet connection (web browser type, referring website) and the device type and operating system you use to access our Website.

Personal data You Give to Us

The personal data we collect on or through our Website includes:

- Personal data that you provide by sending us a request to our contact email address hello@applia-europe.eu on our Website. This includes name, surname and email address.
- Records and copies of your correspondence with us (including email addresses).

Cookies Used on This Website

Our Website uses single-session (temporary) and multi-session (persistent) cookies. Temporary cookies last only 30 minutes and are used for technical purposes such as enabling better navigation on our Website. Once you close your browser, the cookie disappears. Persistent cookies are stored on your computer for longer periods (2 years) and are used for purposes including tracking the number of unique visitors to our site and personal data such as the number of views a page gets, how much time a user spends on a page, and other pertinent web statistics. Cookies, by themselves, will not be used by the Association to disclose your individual identity. This personal data identifies your browser to our servers when you visit the Website. If you want to disable the use of cookies or remove them at any time from your computer, you can disable or delete them using your browser (consult your browser's "Help" menu to learn how to delete cookies); however, you must enable cookies to access certain data on our Website.

Hereafter you will find the list of the first-party cookies we use on our Website:

Google Analytics

- `_gid` / 24 hours duration / Used to distinguish users.
- `_ga` / 2 years / Used to distinguish users.

III. HOW WE USE AND STORE YOUR PERSONAL DATA

The personal data we collect automatically is statistical data that helps us improve our Website and deliver a better service and more appropriate content, including by enabling us to:

- determine website traffic patterns;
- count web visits;
- help us to know which pages and content are the most and least read.

Your data will only be stored within the European Economic Area ("the EEA"). The EEA consists of all EU member States, plus Norway, Iceland, and Liechtenstein.

IV. DISCLOSURE OF YOUR PERSONAL DATA

Subject to applicable law and regulations, we disclose personal data that we collect, or you provide as described in this policy:

- To contractors, service providers, and other third parties we use to support our business or in connection with the administration and support of the activities noted above and who are bound by contractual obligations to keep personal data confidential and use it only for the purposes for which we disclose it to them (e.g., database hosting providers, developers).
- To fulfill the purpose for which you provide it. For example, if you reach out to us via the contact email address hello@applia-europe.eu and request us to contact a third party we may transmit the contents of your request to the recipient.
- For other purposes only with your consent when required by applicable law and regulations.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation.

VI. DATA RETENTION

Unless otherwise required by law, the Association will also erase personal data when it is no longer necessary in relation to the purposes for which was collected or otherwise processed; when you withdraw your consent (where lawfulness of processing was based

on your consent) and there is no other legal ground for the processing; when you object to the processing and there are no overriding legitimate grounds for the processing; when your personal data has been unlawfully processed; and when it is necessary to comply with legal obligations.

VII. CHOICES ABOUT HOW WE USE AND DISCLOSE YOUR PERSONAL DATA

We strive to provide you with choices regarding the personal data you provide to us. We have created mechanisms to provide you with the following control over your personal data:

- **Cookie settings.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Do Not Track.** We do not currently respond to 'do not track' signals as we do not track our customers across third party websites.

VIII. YOUR RIGHTS WITH REGARD TO YOUR PERSONAL DATA

We remind you that you may at any time exercise certain rights you may have under applicable law and regulation, including the following rights:

- The right to request access to your personal data, which includes the right to obtain confirmation from us as to whether or not personal data concerning you is being processed, and where that is the case, access to the personal data and personal data related to how it is processed.
- The right to rectification or erasure of your personal data, which includes the right to have incomplete personal data completed, including by means of providing a supplementary statement, certain rights to request us to erase your personal data without undue delay.
- The right to restrict or object to processing concerning your personal data, which includes restricting us from continuing to process your personal data under certain circumstances (e.g., where you contest the accuracy of your personal data, processing is unlawful, your personal data is no longer needed for the purposes of processing, or you have otherwise objected to processing related to automated individual decision-making).
- The right to data portability, which includes certain rights to have your personal data transmitted from us to another controller.
- Where data processing is based on your consent, the right to withdraw consent at any time.
- The right to lodge a complaint with a supervisory authority.

Any requests related to the above rights may be made by sending an email to gdpr@applia-europe.eu

X. THIRD-PARTY WEBSITES

Our Website may contain links or references to other websites outside of our control. Please be aware that this policy does not apply to these websites. The Association does not control nor is not responsible for what third-party websites do. These third-party websites may send their own cookies and other tracking devices to you, log your IP address, and otherwise collect data or solicit personal data. The Association encourages you to read the Data Protection statements and terms and conditions of linked or referenced websites you enter.

XI. CHILDREN UNDER THE AGE OF 16

Our Website is not intended for children under 16 years of age, and the Association does not knowingly collect or use any personal data from children under the age of 16. No one under the age of 16 may provide any personal data to or on the Website. If we learn we have collected or received personal data from a child under the age of 16, we will delete that personal data. If you believe we might have any personal data from or about a child under the age of 16, please write to our Data Protection Officer at gdpr@applia-europe.eu

XII. REVISIONS TO OUR DATA PROTECTION POLICY

We reserve the right to change this policy at any time. Any changes we make will be posted on this page. If we make material changes to how we treat your personal data, we will notify you through a notice on the Website home page via a separate banner related to this Website Data Protection Policy. The date this policy was last revised is identified at the top of the page. You are responsible for ensuring we have a deliverable email address for you, and for periodically monitoring and reviewing any updates to this policy. Your continued use of our Website after such amendments will be deemed your acknowledgement of these changes to this policy.

XIII. DATA CONTROLLER & CONTACT PERSONAL DATA

The data controller for the purposes of this website is APPLiA – Home Appliance Europe, with a registered office at Boulevard Brand Whitlock 114, B-1200 Woluwé-Saint-Lambert.

Should you have any questions or concerns about this policy and our practices relating to data, you may also contact our Data Protection Officer at: gdpr@applia-europe.eu