



PRIVACY STATEMENT

AT AVENTO, WE VALUE YOUR PRIVACY

We hope that this privacy statement will help you to understand which information Avento may collect from you for the purposes of **communicating about Avento's products and services**, and how we use and process this type of information once we have it.

This privacy statement applies to Avento's services (www.avento.be, Avento CRM & Mailing System). It is important to know that Avento cannot be held responsible for the privacy statements for other websites and sources.

1. IDENTITY AND CONTACT DETAILS

Avento, with registered office at 1982 Elewijt, Tervuursesteenweg 553, Belgium, registered under business number 0899.875.631, functions as the processing manager in the context of this privacy statement.

2. WHY?

(processing objectives and legal context for processing, justified interests and contractual relationship)

We collect some personal details from you so that you can continue to enjoy the benefits that Avento offers. In other words, these personal details may be used for **communication purposes and direct marketing**. Among other things, we would like to keep you up-to-date on new products, promotions, benefits, newsletters, etc.

We can only do this, however, if we have obtained your explicit **consent**. You can give your consent for different communication channels (email, post, etc.) and also have amend your personal preferences at any time.

You retain the right to withdraw your consent at any time. In this case, we will cease to use your personal details for direct marketing as of the moment you withdraw your consent. The withdrawal of your consent, however, does not apply to lawful processing on the basis of your consent, prior to the withdrawal. In other words, you may only withdraw your consent for the future and not for the past.

Finally, we do not take any automated decisions (whether or not on the basis of profiling) that may impact you in any way.

3. WHICH PERSONAL DETAILS DO WE COLLECT?

a) Personal details that we receive from you

We are interested in the following details, which we will retain:

- Surname
- First name
- E-mail address
- Postal address
- Telephone number
- Role

The provision of these personal details is not a legal or contractual obligation, nor is it a necessary condition for concluding a contract. You are in no way obliged to provide your personal details.

b) Personal details that we receive automatically

Some personal details may also be collected via the use of **cookies** via our website www.avento.be. Some other (personal) details may be collected without the use of cookies. They can only be read and used when you are visiting our website:

- your TCP/IP-address;
- your browser system;
- the last internet page you visited.

4. RECIPIENT OF THE PERSONAL DETAILS

Avento works with HANDS MEDIAROUTING, a public relations and communication consultancy. They will roll-out some promotions for Avento and could therefore gain access to the aforementioned personal details.

Other partners with which Avento works could also gain access to your personal details however, we will ensure that we only collaborate with partners that respect the General Data Protection Regulation[1].

5. TRANSFER TO THIRD COUNTRIES OR INTERNATIONAL ORGANISATIONS

The personal details that we receive from you shall not be passed onto countries outside the European Economic Area; the principles of the General Data Protection Regulation shall therefore still apply.

6. RETENTION PERIOD

We shall retain your personal details as long as we require them for the aforementioned purposes, for which you have provided your consent.

7. RIGHTS

Given the importance of privacy, you have several rights in the context of the General Data Protection Regulation.

You have the right to review, rectify or delete your personal details or limit the



corresponding processing, as well as the right to appeal against processing and the right of transferral.

If you do not wish to receive newsletters or information about our products and services, you may stop the processing of your personal details for these purposes (unsubscribe) at any moment and without providing justification. You can do this by sending us an email or contacting us at the following address: infoweb@avento.be. You can also click on the link 'unsubscribe' in our marketing emails, informative emails and newsletters.

If you believe that your privacy is not being respected, you also have the right to submit a complaint to the supervisory authority.

Further information on the conditions of these rights can be found on the following website: <https://www.privacycommission.be/nl/rechten-van-de-betrokkene>.

8. SAFETY

Avento has taken all possible precautions to prevent unauthorised access to your details, inappropriate usage and inaccuracy.

9. ACCURACY OF THE COLLECTED INFORMATION

Avento shall take the initiative to correct or delete any personal details that are incomplete, incorrect or outdated.

10. CONTACT DETAILS

For any questions regarding this privacy statement, please contact us on the following email address: infoweb@avento.be. We kindly ask you to identify yourself so that we can verify who you are. If you send us a copy of your identity card, we will be able to help you quicker.

If you have any complaints about the processing of your personal details, you can send details to the following address:

Avento
Schaliënhoeverdreef 20T
2800 Mechelen

You may also contact the data protection authority. In Belgium, this is the Belgische Gegevensbeschermingsautoriteit (Belgian Data Protection Authority).

[1] Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC.

