

## Privacy Statement Be a Brand Rebel (23 December 2021)

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Be a Brand Rebel only processes personal data provided by the client. In this privacy statement we wish to provide clear and transparent information about how we handle personal data. Here you will find an overview of the types of data, processing and purposes, cookies and the right to view, change and delete. We do all we can to ensure your privacy and therefore we handle personal information with care. Our way of working is in accordance with current privacy legislation, including the General Data Protection Regulation (GDPR).

### ***Processing Personal Data***

Be a Brand Rebel can process your personal data, because you use our services and / or because you provide these data yourself when filling out a contact form on the website. Be a Brand Rebel can process the following personal data:

- Your first and last name
- Your address
- Your telephone number
- Your e-mail
- Your IP
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When contacting Be a Brand Rebel through the contact form you give us permission to contact you.

### ***Purposes of data processing***

Be a Brand Rebel ensures that personal data is only collected and processed for specific, explicitly described and justified purposes. Personal data is only processed on a justified basis.

Your personal data is processed by Be a Brand Rebel to be able to enter into and execute agreements and services that fit any normal business operation. To optimize these services, the data can also be used to improve our services and to manage the relationship with the customer.

### ***Marketing Activities***

As part of our marketing activities, Be a Brand Rebel monitors general visitor data of our website visitors. The IP address of your computer and the time of retrieval and data sent by your browser, in particular, can be registered and used for statistical analyses regarding visitor and click behavior on the website. Data is made anonymous as much as possible.

In addition, customer data can be used to maintain customer relationships. Examples include communicating with existing customers about new products, services or functions of Be a Brand Rebel.

### ***Retention period***

Be a Brand Rebel will not store your personal data for longer than is strictly necessary to realize the purposes for which your data are collected. In any case, your personal data will not be stored for longer than ten years. Keeping personal data may be necessary in order to be able to perform our duties properly or to comply with legal obligations. If there's no agreement with you, your data will not be stored for longer than a year.

### ***Minors***

We only process personal data of minors (people younger than 16 years of age) when written permission has been given by the parent, guardian or legal representative.

### **Security**

Be a Brand Rebel handles personal data with care and treats them confidentially. For example, personal data is only processed by people who are obligated to maintain confidentiality, and for the purpose for which this data was collected. Be a Brand Rebel also ensures appropriate protection of personal data.

Be a Brand Rebel protects entrusted data with the help of technical and administrative security measures. This is how we minimize the risk of loss, abuse, unauthorized access, disclosure and alteration. Think of firewalls, encryption of data and physical and administrative access controls to the data and servers. If you still think that data has been misused, please contact us.

### **Third parties**

When cooperating with external parties that involve data processing of personal data, Be a Brand Rebel will make agreements on the requirements regarding data exchange. These agreements comply with the law. Be a Brand Rebel keeps these agreements in the records of processing activities.

### **Rights of subjects**

Be a Brand Rebel honors all rights of those involved, as determined in the GDPR. You have the right to view, correct or delete your personal data. You can send a request for inspection, correction or removal to [info@beabrandrebel.com](mailto:info@beabrandrebel.com). Be a Brand Rebel will respond to your request as soon as possible, but within four weeks.

You can also object to the processing of your personal data (or part of it) by us or by one of our processors. You have the right to request a transfer of all data you have provided to yourself or directly to another party on your behalf. We may ask you to identify yourself before we can respond to the requests.

### **Adjusting Privacy Statement**

We reserve the right to adjust our privacy statement. Changes will be published on our website <https://www.beabrandrebel.com>.

### **Complaints**

If you have a complaint about the processing of your personal data, we ask you to contact us directly about this. You always have the right to submit a complaint to the Data Protection Authority, the supervisory authority in the field of privacy protection.