

## Privacy Statement Studio sessions

When you register for Studio sessions, Brand Loyalty International B.V. (hereinafter “BrandLoyalty” or “we”) processes personal data and uses cookies and similar technologies. We aim to carefully and safely use your personal data in line with applicable privacy rules and regulations.

In this Privacy Statement we describe who we are, how and for which purposes we process your personal data in Studio sessions, how you can exercise your privacy rights and other information that may be relevant to you.

We did our best to provide you with all information in a clear and readable format. However, if you have any questions about our use of your personal data after reading this Privacy Statement, you can of course always contact us through the contact details provided below.

Finally, we would like to point out that we are continually developing and improving Studio sessions. If this brings about any changes in the way we process personal data, this will be reflected in this Privacy Statement. We therefore recommend that you regularly take notice of the Privacy Statement for any modifications. At the bottom of this Privacy Statement you can read when this Privacy Statement has been modified for the last time.

### Who are we?

BrandLoyalty is the data controller of Studio sessions. BrandLoyalty is established at Koningsweg 101, 5211 BH ‘s-Hertogenbosch, The Netherlands. If you want to contact BrandLoyalty, please use the contact details provided at the bottom of this Privacy Statement.

### Which personal data does BrandLoyalty collect from you?

We collect several categories of personal data when you join Studio sessions:

- **Personal details:** first name and last name.
- **Contact detail:** e-mail address which you provide to register, as part of correspondence or feedback.
- **Company name**
- **Country**

### For which purposes do we process your personal data?

Studio sessions is a webinar platform of BrandLoyalty on which we share relevant retail insights provided by interesting speakers. BrandLoyalty collects and processes your personal data to make it possible for you to join Studio session, to send you relevant information about Studio sessions and to answer your questions during Studio sessions.

We may use personal data in a personal, pseudonymous or anonymous form to understand how we can develop and improve the service, as well as for reporting purposes, general statistical and analytical purposes. For the fulfilment of quality and/or management purposes, we will use anonymised data as much as possible, thus as little personal data as possible.

## **On which legal ground does BrandLoyalty base the processing of your personal data?**

BrandLoyalty's processing of your personal data associated with Studio sessions on the following legal ground:

The legitimate interests pursued by BrandLoyalty. When you choose to sign up for Studio sessions, it is necessary to process your personal data to offer our webinar services, to enable your access and to determine and improve the quality of Studio sessions.

## **To whom do we provide your personal data?**

We can provide your personal data to recipients including our group companies and third-party service providers in accordance with this Privacy Statement and in so far as permitted by law. Without your explicit consent we will not provide your personal data to recipients for their own marketing purposes.

## **Are your personal data being transferred outside the country where you are located?**

Your personal data may be transferred outside the country where you are located. The main storage of personal data is located in the European Union. In principle, personal data will not be transferred outside the European Union unless this is necessary for the purpose the data is collected. BrandLoyalty has taken all necessary measures to secure that the transfer takes place in accordance with this Privacy Statement and within the limits set by law.

## **How long does BrandLoyalty store your personal data?**

Your personal data will be removed or made anonymous when your personal data is no longer necessary for the purposes for which these personal data are processed.

## **How can you exercise your privacy rights?**

At any desired moment you can request to access, rectify or erase your personal data. In addition to this, you may in certain cases also have the right of restriction of processing concerning your personal data, the right to object to processing, as well as the right to data portability. Please contact us by using the contact details at the bottom of this Privacy Statement.

## **Can you withdraw your given consent?**

Once given, you may always withdraw your consent by sending an e-mail to the email address below. Please keep in mind that withdrawal does not have retrospective effect and the withdrawal of your consent is only possible in case you first have given your consent.

## **Can you lodge a complaint?**

You can lodge a complaint with your local data protection supervisory authority when you have a complaint about the use of your personal data by BrandLoyalty. For example, if you believe that we do not use your personal data carefully, or because you have sent us a request to access or rectify your personal data and you are not satisfied with our reply or we did not reply in a timely manner.

## **Are you obliged to provide your personal data to us and what are the consequences if you do not?**

If you choose to sign up for Studio sessions then some personal data collection is necessary, which means that you can't use the service without providing this data.

## **Do we use profiling techniques or make automated decisions?**

We do not use profiling techniques and/or any kind of automated decision-making.

## **Cookies**

Studio sessions uses functional cookies that are essential for Studio sessions to work. These cookies collect anonymous data and allow Studio sessions to remember choices you make (such as language or the region you are in) and provide the website in a readable format.

## **How can I contact BrandLoyalty?**

If you have any questions about the way we process your personal data, please read this Privacy Statement first. For additional questions or complaints, please contact us at [privacy@brandloyalty-int.com](mailto:privacy@brandloyalty-int.com)

## **When was the last modification made to this Privacy Statement?**

This Privacy Statement has not been modified and applies since 20<sup>th</sup> of March 2021.