



PRIVACY STATEMENT

VERSION: March 2022

1. General - what is this privacy statement for?

1.1. This privacy statement applies to and aims to inform you about the processing of your personal data by SHADES OF GREY, including on or through the Website <https://shadesofgrey.be>.

SHADES OF GREY makes every effort to protect your privacy and to ensure that you can continue to entrust your personal data to SHADES OF GREY. During your contacts with SHADES OF GREY, you may share personal information with us that allows us to identify you as an individual (such as your name, e-mail address, home address, telephone number, ...). These are your "personal data". If you do not agree to this Privacy Statement, please do not use the SHADES OF GREY sites and do not disclose any personal data to us.

1.2. This Privacy Statement does not cover the privacy policies of third parties (e.g. companies or entities that advertise in the service of SHADES OF GREY) nor of other websites or applications referred to via (even permitted) hyperlinks on the Website.

1.3. SHADES OF GREY is responsible for processing your personal data. As data controller, we take all appropriate technical and organisational measures so the processing would comply with the Regulation (EU) 2016/679 of April 27th 2016 (hereafter: "GDPR"). The appointees or employees of SHADES OF GREY who have access to your personal data as well as processors we engage, are equally obliged to comply with the GDPR.

1.4. This privacy statement is made available to you physically or electronically and can be accessed at any time under the 'Privacy Statement' section on the Website. In case of requests or additional questions, you can always send an e-mail to: info@shadesofgrey.be. SHADES OF GREY will inform you in general of the action taken within one month of receipt of your request or question.

1.5. SHADES OF GREY reserves the right to change this Privacy Statement at any time. We therefore advise you to consult this Privacy Statement regularly, so that you surely be aware of any changes and always know how your personal data may be used.

2. Who we are and how you can contact us?

Trade name: SHADES OF GREY

Company name: Anders Beton NV

Registered office: Industrieweg 24, 2280 Grobbendonk, Belgium

Company number: BE 0821.655.821

Telephone number: +32 (0)474 54 70 90

E-mail: info@shadesofgrey.be

Website: <https://shadesofgrey.be>

3. For what purposes do we process your personal data?

3.1 SHADES OF GREY collects and processes personal data only for the purpose for which the data were obtained. SHADES OF GREY may use your personal data for any or some of the following purposes:

- Orders: to process and ship your orders and inform you of its status;
- Account maintenance: to create and maintain your accounts at SHADES OF GREY;
- Customer service: to better serve you as a customer, including answers to your questions, complaints and general feedback about our products. Our customer service may be provided through various forms of communication, such as e-mail, letter, telephone and/or online chat;
- Customer engagement: to engage you more actively with our products and services. This may involve the use or publication of customer-generated content;



- Personalisation: SHADES OF GREY may combine personal data collected through one source (e.g. a website) with data collected from another source (e.g. an offline event). This gives SHADES OF GREY a more complete picture of you as a customer, with this SHADES OF GREY can in turn provide you with a better and more personalised service, among other things, with regard to the following:

- *Websites: to improve and personalise your experience on our websites, using data such as login information, technical computer information and/or information about previous use of the website;*
- *Products: to improve SHADES OF GREY's products, better tailor them to match your needs and come up with new products. This includes the use of demographic information, customer profiling information and customer feedback;*

- Advertising messages: to send advertising messages if you have signed up to receive such messages (including information about SHADES OF GREY, its products and its services). These messages may be distributed by electronic means (e.g. text messages, e-mail and online advertising) and by post. If you sign up to receive text messages, the policy of your mobile service provider for receiving text messages will apply, which may be subject to charges;

- Social features: to offer you a number of social features, including:

- *Community features on an SHADES OF GREY site:*

When you visit an SHADES OF GREY site with a community feature and share photos, videos, illustrations or other content, SHADES OF GREY may use the personal data you share on such sites, use and display;

- *Viral website functions:*

SHADES OF GREY may use your personal data to offer you viral website features that allow you to share certain news items, product information and other content with family and friends. This typically requires personal contact information (such as names and email addresses) to be collected and used so the message/content can be delivered to recipients;

- *Social networks of third parties:*

SHADES OF GREY may use your personal data when you use social network functions of third parties, such as "Facebook Connect" or "Facebook Like". These features may be integrated into the SHADES OF GREY sites, including to allow you to share content with friends. If you use these features, SHADES OF GREY may obtain certain personal data about you through the concerned social network. More information about how these features work and the profile information SHADES OF GREY may obtain about you can be found at the website of the relevant social network;

- *Other specific purposes:*

SHADES OF GREY may use your personal data for other specific business purposes, such as the daily operation and safety of the SHADES OF GREY sites, to conduct demographic studies or audits and to contact you for customer surveys.

3.2 SHADES OF GREY will not share your personal data with third parties who wish to use your data for direct marketing, unless you have given your specific consent

4. What personal data do we process?

4.1 SHADES OF GREY processes data that you communicate directly to us:

This is data you provide directly to us with your consent for a specific purpose, including:

- Personal contact information, including any information that SHADES OF GREY requires to contact you personally (such as your name, home and/or email address and telephone number(s));
- Demographic information, including your date of birth, age, gender, location (postal code, municipality/city, province and country), hobbies, interests and information about your family or lifestyle;
- Payment information, including to make purchases (such as account number, credit card number (if applicable), expiry date and billing address);
- Login information, including information required to create a user account at SHADES OF GREY (such as login ID/email address, username, password);
- Customer feedback, including information you share with SHADES OF GREY about your experience with SHADES OF GREY products and services (such as your comments and suggestions, testimonials and other feedback related to SHADES OF GREY products);
- Customer-generated content, including content (such as photos, videos and personal stories) that you create and then share with SHADES OF GREY (and potentially others) by uploading it to an SHADES OF GREY site or by making it available by email from SHADES OF GREY.



4.2 SHADES OF GREY processes data we collect when you use an SHADES OF GREY site:
We use cookies and other tracking technologies to collect certain information when you visit an SHADES OF GREY site. See our "[Cookie policy](https://shadesofgrey.be)" on our website <https://shadesofgrey.be> for more information about these technologies and your rights regarding this.

4.3 SHADES OF GREY processes data we collect from other sources:
We may collect information about you from other legitimate sources to provide you with our products and services. Examples of such sources include third-party data collectors, promotional partners of SHADES OF GREY, public sources and third-party social networks. Such information may include the following:
-personal contact information;
-any personal data which is part of your profile at a third-party social network (e.g. Facebook) and may be shared with us by that social network (such as your name, email address, gender, birthday, municipality/city, profile picture, username and friends list). More information about the data we may collect can be found on the website of the relevant social network.

4.4 SHADES OF GREY may also obtain personal data when we acquire other companies

4.5 SHADES OF GREY never knowingly collects personal data from children under 12 years of age. If SHADES OF GREY discovers that it has inadvertently collected personal data from a child under 12 years of age, it will as soon as reasonably possible remove it from its files. SHADES OF GREY may, however, disclose personal data of children under 12 years of age directly through a parent or guardian and therefore with their explicit consent.

5. Who receives and/or processes your personal data (apart from SHADES OF GREY)? SHADES OF GREY may share your personal data with third parties, but only in the following cases:

5.1 With related companies

SHADES OF GREY may share your personal data for legitimate business purposes (e.g. to process orders, handle complaints, etc.) to its related companies and/or subsidiary companies.

5.2 With service providers

SHADES OF GREY may use service providers, representatives or contractors to provide services on behalf of SHADES OF GREY. It is possible that in the course of providing these services, they may access or need to process your personal data.

SHADES OF GREY requires by written agreement from such third parties, which may be located in a country other than the country in which you use the SHADES OF GREY site or service, that they comply with all relevant data protection laws and security requirements relating to your personal data.

5.3 Partners

SHADES OF GREY may run joint programmes or promotions with another company and, as part of your involvement in the activity, collect and use your personal data. Your personal data will only be shared with another company if you have signed up to receive information directly from that company. SHADES OF GREY recommends that you read the privacy statement of such companies before sharing your personal data. If you do not want your personal data to be collected by or shared with any company other than SHADES OF GREY, you can always choose not to participate in such activities. If you sign up to receive communications from such a company, please remember that you always have the right to unsubscribe, in which case you should contact that company directly.

5.4 Legal requirements

SHADES OF GREY may disclose your personal data if it is required to do so by law or if SHADES OF GREY judges in good faith that such disclosure is reasonably necessary to comply with legal processes or respond to any claims.

5.5 Business transfer

In the event of a full or partial merger with or a full or partial acquisition of SHADES OF GREY by another company, the acquirer would have access to the information disclosed by that entity of SHADES OF GREY. Such information may contain personal data.



6. Where and how long do we keep your personal data?

6.1 In order to secure your personal data, SHADES OF GREY has implemented a number of measures, including a secure business environment. SHADES OF GREY stores your data in secure operating environments that are only accessible to employees, representatives and contractors of SHADES OF GREY on a need-to-know basis. SHADES OF GREY also follows industry generally accepted standards in this regard. Please note that these safeguards do not apply to personal data you share on public places, such as community websites.

6.2 SHADES OF GREY will not retain your personal data longer than necessary for the stated purpose, taking into account our need to answer questions and solve problems, improve services and offer new services, and comply with legal requirements. This means that we may keep your personal data for a reasonable period of time. When the personal data we collect is no longer required, we will destroy or delete it in a secure manner.

7. What are your rights?

7.1 You have the right to request SHADES OF GREY to:

- inspection of your personal data;
- correction or deletion of your personal data;
- restriction of the processing that relates to you.

7.2 If the processing of your personal data is based on your consent, you have the right to withdraw your consent at anytime. However, withdrawing your consent does not operate retroactive and does not affect the lawfulness of the processing based on your consent prior to its withdrawal thereof.

7.3 You have the right to complain to the Data Protection Authority: <https://www.gegevensbeschermingsautoriteit.be>.

7.4 The exercise of the above rights is subject to the requirements and conditions set out in the GDPR.

7.5 To exercise the above rights, you may simply send a request to SHADES OF GREY at info@shadesofgrey.be requiring you to identify yourself adequately.

8. What are our obligations?

8.1 SHADES OF GREY takes all appropriate security measures to protect your personal data. This includes the necessary measures regarding access control, encryption, physical and operational security, in particular in relation to the Website and the servers of SHADES OF GREY.

8.2 SHADES OF GREY cooperates with the competent data protection authorities at their request.

9. Contact?

By phone: +32 (0)474 54 70 90

By e-mail: info@shadesofgrey.be

By letter: **SHADES OF GREY, attn. Administration, Industrieweg 24, 2280 Grobbendonk**