

# Para Mi's Privacy Policy

Para Mi attaches great importance to the protection of your personal data. With this Privacy Policy, we wish to provide clear and transparent information about how we handle personal data.

We do everything within our power to protect your privacy and handle your personal data carefully. Para Mi always complies with applicable laws and regulations, including the General Data Protection Regulation. This means, in any case, that we:

- Process your personal data in accordance with the purpose for which they were provided. These purposes and the types of personal data are described in this Privacy Policy;
- Only process the personal data which are strictly necessary for the purposes for which they are processed;
- Request your explicit consent if we need it to process your personal data;
- Have taken appropriate technical and organisational measures to protect your personal data;
- Do not transfer personal data to other parties, unless this is necessary for the purposes for which they were provided;
- Are aware of your rights regarding your personal data, and want to draw your attention to these rights, and respect these rights.

As Para Mi, we are the controller in the context of processing your personal data. If you have specific or general questions after reading our Privacy Policy, or wish to contact us, please use the contact details at the end of this document.

## Processing of customers' personal data

Para Mi processes the personal data of our business customers for the following purposes:

- Administrative purposes;
- Communicating about the delivery of products;
- Implementing the agreement;
- Requesting anonymous and other feedback about our services.

The grounds to request and process personal data are:

- The agreement concluded through one of our agents

In the context of one or more of these purposes, Para Mi may request the following personal data from you:

- First name
- Middle initials
- Last name
- Business or other phone number
- Business or other e-mail address
- Address.

Your personal data will be stored by Para Mi for the processing described above for the following period:

- During the term of the agreement, and thereafter for a maximum of 7 years.

## Processing of personal data of interested parties

Para Mi processes personal data of interested parties for one or more of the following purposes:

- Providing information in the form of targeted contacts.

The grounds to request and process these personal data are:

- Consent provided by completing the contact form or following contact at a trade show.

In the context of one or more of these purposes, Para Mi may request the following personal data from you:

- First name
- Middle initials
- Last name
- Business or other phone number
- Business or other e-mail address.

Your personal data will be stored by Para Mi for the processing described above for the following period:

- During the period that the data subject is regarded as an interested person, with a maximum of 3 months.

## Processing of personal data of Newsletter subscribers

Personal data of Newsletter subscribers are processed by Para Mi for one or more of the following purposes:

- To inform the subscriber each month about our latest collections
- To inform customers each month about our latest collections, delivery, promotional marketing campaigns, birthday offers, and service via a business newsletter.

The grounds to request and process these personal data are:

- Consent to send the newsletter
- Business customers subscribe to our business or other newsletter after placing an order.

In the context of one or more of these purposes, Para Mi may request the following personal data from you:

- First name
- Middle initials
- Last name
- E-mail address
- Address.

Your personal data are stored by Para Mi for the processing described above for the following period:

During the period that the data subject is a subscriber.

## Processing of personal data of competition participants

Para Mi processes the personal data of these participants for one or more of the following purposes:

- Implementing the agreements made regarding the competition. For example, raffling articles, sending information, announcing winners, sending the agreed news reports and offers, etc.

The grounds to request and process these personal data are:

- The performance of our competition agreement.

In the context of one or more of these purposes, Para Mi may request the following personal data from you:

- First name
- Middle initials
- Last name
- E-mail address
- Phone number
- Address data
- Photo or other type of image.

Your personal data will be stored by Para Mi for the processing described above for the following period:

In any case during the period that the competition is ongoing, and thereafter for as long as necessary to perform our other agreements in the context of the competition. Images and data can be used thereafter for up to two years as promotional material (the winner's photo, for example).

## Processing of applicants' personal data

Personal data of applicants are processed by Para Mi for one or more of the following purposes:

- Recruitment of staff

The grounds to request and process these personal data are:

- Consent

In the context of one or more of these purposes, Para Mi may request the following personal data from you:

- First name
- Middle initials
- Last name
- Phone number
- E-mail address
- Date of birth
- Information about your career history and training.

Your personal data is stored by Para Mi for the processing described above for the period:

- During the period that an application is open, and for up to 4 weeks thereafter, unless it is agreed that the application may be kept in the portfolio, in which case up to 1 year.

## Processing of personal data in connection with camera surveillance

Para Mi processes personal data of employees and visitors for one or more of the following purposes:

- Improving safety for our staff and visitors, and to prevent fraud and theft involving goods in and around our company.

The grounds to request and process these personal data are:

- Legitimate interest

Para Mi may use the following personal data for one or more of the above purposes:

- Images/Photos

Your personal data will be stored by Para Mi for the processing described above for the following period:

- For a maximum of 4 weeks, unless the cameras record criminal offences or the recordings can support the investigation of an offence.

## Cookies

We use cookies that are technically necessary to ensure that our websites are displayed properly and that visitors can easily browse them. Cookies record things such as a certain layout or setting which you have personally determined.

We use cookies to:

- save preferences, such as a visitor's location, the desired number of search results to display, etc.
- read your browser settings to optimally display our websites on your screen;
- detect abuse of our websites and services, for example by registering a number of successive failed login attempts;
- spread the burden across our websites evenly, to make sure the sites remain accessible;
- offer the option to save login details, so that you do not have to repeatedly enter them;
- remember information that you enter on a page of a website, so that you do not have to repeatedly enter it;
- forward information from one page to the next, for example if you are completing a long questionnaire or if you have to enter a lot of data;
- allow you to register for our newsletter.

Your consent is not required to use these cookies. These cookies cannot be disabled.

## Forwarding to third parties

We may forward the data you provide us with to third parties if this is necessary for the purposes described above.

For example, we use a third party for:

- Looking after our website
- Looking after the financial and other administration
- Looking after the delivery of products
- Entering into agreements (agents)
- Looking after our newsletter (mailchimp)

We never pass on personal data to other parties unless we have concluded a processing agreement with them. We make the necessary arrangements with these parties (processors) to safeguard the security of your personal data. Apart from this, we will not provide the data you provide to other parties, unless this is legally required and permitted. This could be the case if the police requests personal or other data from us in the context of an investigation, for example. In these circumstances, we have to cooperate and are also obliged to provide these data. We can also share personal data with third parties if you give us your written consent to do so.

## Within the EU

We do not provide personal data to parties based outside the EU.

## Minors

We only process the personal data of minors (persons younger than 16) if written consent has been provided by the parent, guardian or legal representative.

## Retention period

Para Mi does not retain personal data longer than necessary for the purpose for which it was provided or is required to do so by law.

## Protection

We have taken appropriate technical and organisational measures to protect your personal data against unlawful processing. These measures include the following (not an exhaustive list);

- All persons who can access your data on behalf of Para Mi are bound by a duty of confidentiality;
- All our systems are protected by a username and password policy;
- We pseudonymise and encrypt personal data if there is reason to do so;
- We make backups of personal data, so we can restore it in the event of physical or technical incidents;
- We regularly test and evaluate our measures;
- Our employees have been informed about the importance of protecting personal data.

## Rights regarding your data

You have the right to access, rectify and erase the personal data we have received from you. You can also object to the processing of your personal data, or any part of it, by us or by one of our processors. You also have the right to data portability, meaning the right to have your data held by us transferred to yourself or another party on request. We may ask you to provide proof of identity before we can respond to the aforementioned requests.

If we are allowed to process your personal data on the basis of your consent, you always have the right to withdraw this consent.

## Complaints

If you have a complaint about the processing of your personal data, please contact us directly. We will be very disappointed if we cannot arrive at a solution we are both happy with, but in such circumstances you always have the right to submit a complaint to the Dutch Data Protection Authority. This is the supervisory authority in the Netherlands for privacy protection.

## Questions

If you have any questions or comments about our Privacy Statement, please do not hesitate to contact us!

## Contact details

Para Mi B.V.  
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1175 RM  
Lijnden  
info@para-mi.com