

# Chrysal privacy statement

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Chrysal respects your privacy and ensures that the personal information you provide is treated confidentially, in accordance with the principles set out in the General Data Protection Regulation.

These principles aim to guarantee that your data will be:

- processed and used in a fair and lawful manner;
- adequate and relevant in view of the purpose for which they are collected;
- correct;
- not be kept longer than necessary for purpose;
- processed in a manner that guarantees and respects your rights;
- stored safely.

On this page we provide you with information on why we ask you for certain information and what information we collect for what purpose when you visit our website, in order for you to be able to understand how we work.

This privacy statement applies to the delivery of products and services and to the website and / or webshop of Chrysal. Please be aware that Chrysal is not responsible for the privacy statement of other sites and sources.

What data do we collect and why:

We do not collect or use data for purposes other than the purposes described in this Privacy Statement and the purposes defined by us for providing data upon a particular request.

## **Name, address, telephone number, email address**

We use this information for the benefit of our own administration, and to enable you to place an order (whether or not via our web shop), and to deliver our products and services. Your data are only collected when you provide these to us when placing an order or in case you contact us.

## **Personal profile**

If you give us permission thereto, we will create a personal profile with the help of certain data with which we can map your preferences and behavior, with the help of which we can map out your interests. For these purposes we collect information about:

- pages viewed by you.
- links clicked by you in our e-mails and / or newsletters.
- products purchased by you
- products placed in the shopping cart by you.
- searches you use on our website / webshop.

- the IP address you use.

Our goal is to provide you with a better website and webshop experience by using this personal profile, by displaying or sending you interesting tailor-made information and offers.

## **Cookies**

We use cookies on our website. Before we place these cookies, we ask your permission. A cookie is a simple small file that is sent together with pages from our website [and / or Flash applications] and that is stored on the hard disk of your computer via your browser.

We use cookies to facilitate the use of our web shop, to facilitate logging into our website, to remember your settings and preferences and to offer a personalized and optimized experience. If you do not consent to the placing of cookies, the user experience of the website may be reduced. When you have given permission for the placement of cookies, you can remove them afterwards through the settings of your browser, but this can negatively affect the functioning of our website.

We use the following cookies:

- *Functional cookies or necessary cookies*

These cookies ensure that our website and web shop function properly. Think of functionalities such as the shopping cart and the possibility to pay.

- *Analytical cookies*

Analytical cookies collect statistics about the use of our web store by the users. This information is completely anonymous. By measuring website usage we can continue to improve our web shop.

- *Social media cookies of third parties*

Social media cookies are cookies that facilitate the functionalities of social media platforms. For example, a YouTube video or a "share" button for Facebook. These cookies also create the possibility to make you tailor-made offers, for example on Facebook.

- *Tracking cookies*

In addition, we use information about your online surfing, searching and buying behaviour in order to present you with relevant content and recommendations in our web store that is tailored to your interests, wishes and preferences.

With your permission we place "tracking cookies" on your computer. We use these cookies to keep track of which pages you visit in order to build up a profile of your online behaviour. This profile is linked to your name, address, e-mail address etc. as

known to us, in order to offer a personalized experience so that the content and offers that we present are as relevant as possible for you.

## **Storage of data**

Your data is stored on Chrysal's own secure servers or those of a third party. Responsible for the safe storage and management of these data is Chrysal International BV, Gooimeer 7, 1411DD Naarden, Chamber of Commerce: 32029274.

The data you provide to us will not be stored by us indefinitely. For more information see below under "View / Change / Delete"

## **Third parties**

The personal data that you provide to us will not be shared with third parties unless we have obtained permission from you or in case we are obliged to do so by law or similar regulations. However, your information can be shared internally. Our employees are obliged to respect the confidentiality of your data.

## **Changes**

Any changes and / or changes in law or regulations or our working method may lead to changes to this Privacy Statement. In the event of a change to this Privacy Statement, you will be notified of this via a message on our website or - if appropriate - via an email.

## **Edit / unsubscribe newsletter service**

With regard to our newsletter service, at the bottom of every mailing the possibility to change your details or to unsubscribe are indicated. In principle you will continue to receive our newsletter after you have registered until the moment you unsubscribe.

## **Adjust / cancel webshop profile:**

With regard to our webshop you can adjust your details on your personal profile page. Your profile will remain active until you let us know that you want to cancel your profile.

## **View / Change / Delete**

On the basis of the provisions of the General Data Protection Regulation and in accordance with the rules and conditions laid down therein, you have the right to view, change and delete data that you have provided to us. If you want to change your data or want your data to be deleted from our files, you can contact us via [info@chrysal.nl](mailto:info@chrysal.nl).

Data that have been collected by us in personal profiles will be stored for a maximum period of 2 years after the last observed activity in respect of such data. Then these

data are automatically removed from our system. With regard to your newsletter registration and your customer profile in our the web shop, please note that these will be kept in store until we have received a cancellation request from you.

## **Complaints**

If you are not satisfied with the way we handle your data, then of course we would like to know so please kindly inform us. This will make it possible for us to improve our services to you. In addition you at all times have the right to file a complaint with the Dutch Data Protection Authority (<https://autoriteitpersoonsgegevens.nl/>).

## **Questions and feedback**

If you have any questions about this privacy statement, please contact us via [info@chrysal.nl](mailto:info@chrysal.nl).