

# Privacy statement & policy

*(latest update on 18.10.2019)*

AP Chemicals BVBA respects your privacy and ensures that you can trust AP Chemicals BVBA with your personal data.

In the course of your contacts with AP Chemicals BVBA, certain information about you will be collected and processed. As you can be identified as a person by this information, this information is 'personal data'.

All information about which personal data AP Chemicals BVBA processes and how AP Chemicals BVBA handles this correctly can be found below.

1. This Privacy Statement & Policy
2. Personal data held by AP Chemicals BVBA
3. Processing of personal data by AP Chemicals BVBA
4. Sharing of personal data by AP Chemicals BVBA
5. Your rights
6. Safety policy of AP Chemicals BVBA
7. Minors
8. Cookies
9. Contact details

## **1. This Privacy Statement & Policy**

This Privacy Statement & Policy applies to all personal data that AP Chemicals BVBA collects and processes from you.

By using the (mobile) website, apps, web shops and other products and services of AP Chemicals BVBA, you agree that this Privacy Statement & Policy applies to the personal data processed by AP Chemicals BVBA.

AP Chemicals BVBA reserves the right to change this Privacy Statement & Policy at any time. The most recent version can always be found on the AP Chemicals BVBA's website.

## **2. Personal data held by AP Chemicals BVBA**

The following data can be collected and processed by AP Chemicals BVBA in various ways. These include, but are not limited to:

### Information you provide directly to AP Chemicals BVBA

- Identification and contact information: surname, first name, address and place of residence, e-mail address, telephone or mobile phone number, date of birth, age, gender, etc;
- Financial information: bank account number, BIC code, name of the account holder, etc;

- Login data related to a user account: (user) name, e-mail address, password, security question and answer, moments of connection, ...;
- Information regarding the products and/or services you wish to order, favorite products or services, interests, preferences that you communicate via our (mobile) websites, apps ...
- Complaints or feedback through our support channels about your experience with AP Chemicals BVBA comments, suggestions, testimonials and any other feedback;
- Other data and content that you exchange, communicate and share through AP Chemicals BVBA products, (mobile) websites, apps... such as text, images, sound recordings, ... .

#### Information you provide through the use of (mobile) websites, apps and web shops

When you use the (mobile) websites or apps of AP Chemicals BVBA, the following information can be processed: visited pages, websites and searches by means of cookies, data that you enter yourself on the websites or in the apps and other data to which you gave AP Chemicals BVBA access (such as location data, ...).

#### Information from other sources

AP Chemicals BVBA may also collect and process data from other sources, including, but not limited to, the purchase or rental of data collected by specialized suppliers, partners of AP Chemicals BVBA, public sources, social media, ... . The use of social media channels will be subject to the rules and preferences of these providers, both for you and for AP Chemicals BVBA.

The AP Chemicals BVBA's websites may contain links to other websites. These websites may not be operated by AP Chemicals BVBA and may have their own privacy statement or policy. AP Chemicals BVBA strongly encourages you to read these and cannot take any responsibility for these third party websites.

You are not obliged to provide your data to AP Chemicals BVBA or to consent to the processing. Nevertheless, in certain cases it may be necessary to disclose personal data to AP Chemicals BVBA (such as name, address, e-mail address, etc.) in order to provide a proper service and to comply with the legislation currently in force.

### **3. Processing of personal data by AP Chemicals BVBA**

Personal data will be processed by AP Chemicals BVBA for the following purposes:

- The realization and execution of an agreement with you (such as subscriptions, the ordering of products and/or services, the creation of a user account, ...), as well as the invoicing and the follow-up and collecting of these invoices, whether or not via third parties;

- The continuous improvement, maintenance and optimization of our products, services, (mobile) websites, apps and their security, as well as the optimization of general, commercial and marketing strategies of AP Chemicals BVBA.
- Personalizing the products and/or services to be delivered to you and the corresponding support services, usage information, service messages or other related (electronic) messages;
- Sending targeted advertisements, newsletters and information, optimally tailored to you. In order to do this, AP Chemicals BVBA may collect your preferences and interests into a profile. For the use of advanced profiling techniques, AP Chemicals BVBA will always request your prior consent;
- Compliance with the regulations applicable to AP Chemicals BVBA in the broadest sense;
- Other specific purposes for which separate permission may be requested.

#### **4. Sharing of personal data by AP Chemicals BVBA**

AP Chemicals BVBA may exchange the processed personal data with its other subsidiary companies within its own group in Belgium.

Furthermore, personal data may also be shared with partners, suppliers or other appointees of AP Chemicals BVBA if the processing by these third parties is necessary for the creation, execution, use, purchase, access or handling of products, services, (mobile) websites, apps ... . The necessary agreements have always been made with these partners, suppliers or other appointees that restrict the use and processing of your personal data and that guarantee adequate protection of your personal data.

If your consent is required by law or if we believe that your consent is appropriate according to the circumstances, we will ask for it before we share or transfer your personal data to a country outside the European Economic Area.

Your personal data will only be disclosed in accordance with this Privacy Statement & Policy and/or where required by law. In rare cases, AP Chemicals BVBA may be required to disclose your personal information pursuant to a court order or to comply with other mandatory laws or regulations. AP Chemicals BVBA will reasonably try informing you in advance, unless restricted by law.

Our partners, suppliers or other appointees may only use your personal data to send you offers, newsletters and other commercial information if you have given your specific permission to do so. If you no longer wish to receive this, you can always contact these third parties to stop this use of personal data (see point 8 of this Privacy statement & policy).

Finally, personal data can always be anonymized and shared with third parties. In this case, it will never be possible to identify you on the basis of this anonymous data.

#### **5. Your rights**

You always have the right to access and correct the personal data that AP Chemicals BVBA processes about you.

You also have the right to have your personal data deleted, to limit the use of your personal data and the transferability of your personal data to the extent provided for in the applicable regulations.

You may at any time revoke your consent to certain processing operations and object to the processing of your personal data for serious and legitimate reasons. You also have the right to object to the use of your personal data for direct marketing purposes, to the transfer of your personal data to third parties (where such transfer is not necessary for the AP Chemicals BVBA service) and to the creation of your profile.

To this end, you may contact AP Chemicals BVBA using the contact information provided in section 8 of this Privacy statement & policy.

You also have the right to file a complaint with the supervisory authority: [privacycommission.be](http://privacycommission.be). (Drukpersstraat 35, 1000 Brussels, Tel +32 (0)2 274 48 00, Fax +32 (0)2 274 48 35)

## **6. Safety policy of AP Chemicals BVBA**

### Security of data

In order to protect your personal data in the best possible way, AP Chemicals BVBA takes all reasonable measures and applies best practices to prevent the loss, misuse, disclosure, unauthorized access or alteration of these personal data. The necessary technical and organizational measures are taken to provide an adequate level of security.

Payment data is always protected in accordance with the standard encryption methods used to protect sensitive financial information.

### Retention of data

AP Chemicals BVBA will not retain your data longer than is necessary for its processing, taking into account the contractual and legal obligations of AP Chemicals BVBA with respect to this data and the mission of AP Chemicals BVBA to be able to correctly answer questions from customers, to improve the quality of the products and services and to comply with its own legal obligations.

## **7. Minors (children under 16)**

AP Chemicals BVBA does not knowingly collect or process personal data of minors without the consent of a parent or guardian, which must be given in order to use the products, services, (mobile) websites, apps, web shops, ... of AP Chemicals BVBA and to subsequently exercise the rights with regard to the data of the minor.

If the personal data of minors still were to be processed in good faith, AP Chemicals BVBA will delete them from its files as soon as possible after the acknowledgement.

## **8. Cookies**

When you visit a website or use a digital application or app from AP Chemicals BVBA, cookies, files and technologies may be used that store information on your personal equipment (PC, laptop, smart phone, tablet, etc.) or that gain access to information that is already stored on your equipment.

Visitors to our websites, apps or applications accept the use of these cookies, files and technologies by our company. If cookies are turned off in your browser, we cannot guarantee the optimal functioning of the site.

These files and technologies may include cookies, web beacons or pixel tags, log files, settings and information on your equipment and the like:

- Cookies are small files that are placed and/or read on your device when you visit and use our website.
- Web beacons or pixel tags are (invisible) graphic files that are contained in a web page or an e-mail. They are used to understand the behavior of visitors when browsing our website and opening and reading our information sent by email. Web beacons are part of third party technology that we use to map the activity of visitors on our website. Web beacons enable us to keep track of the computer from which certain parts of the website have been visited, when this happened and from which location (country/city).
- Log files may collect information about the activities of your web browser.
- Your PC, laptop, smart phone and tablet, and the applications they contain, may contain information about the type of device, the settings of an application, etc. These settings can be read.

We ensure that the files and technologies used by AP Chemicals BVBA do not contain viruses or other harmful applications. These files and technologies are sometimes temporary (session cookies, which are deleted when you close your browser), sometimes permanent (persistent cookies, which remain until they expire or until you delete them) or sometimes both.

Some of these cookies, files and technologies are installed and managed by third parties and are necessary, among other things, to share information via social media and/or to enable certain usage of our applications. Where third parties use such files and technologies through an AP Chemicals BVBA website to automatically collect, process and potentially enrich data, AP Chemicals BVBA is not responsible for this.

Some of the files and technologies used described here contain data that can directly or indirectly identify you. For more information and your rights regarding the processing of personal data, please refer to our privacy policy.

### **The use of these cookies, files and technologies allows us to:**

Make our sites more user-friendly, for example:

- Easily identifying you as a customer, there is no need to re-enter the username and password each time you visit our site.
- Saving your surfing preferences so that you do not have to re-enter them each time: your language, your region or location, your subscription, your preferred topics, preferences for searches, etc.
- Allowing you to navigate our website easily and facilitating interactivity with our websites.
- Remembering your purchases or information input about different web pages or surfing sessions. For example: products added to an order basket, completed fields in forms.
- Controlling the advertising pressure (by keeping track of how many times an advertisement has already been shown).
- Gaining insight into the way in which the website is used, which parts of the website are visited and with what frequency. This information is used, among other things, for traffic and profile analysis, in order to better attune the range of services to the needs of the users. We use Google Analytics (which collects anonymous data on the use of our website and compiles visitor statistics) and AwStats.
- Adapting the content of sites, applications and advertising messages and ads to your profile (e.g. your age, gender, region...) and/or your previous surfing behavior, whether or not combined with information from third sources.
- Advertising cookies allow a website to send personalized advertising messages. Our websites use, among others, Selligent Target and Adhese (collects data about viewing pages and advertisements, can create a user profile and displays targeted information and advertisements to users who are logged on to the website. This is done anonymously unless the user identifies himself through his account), Facebook Conversion Pixel (records purchasing behavior after viewing an ad on Facebook. This information is added to the user's Facebook profile).
- Optimizing the operation of the site or application, detecting errors or abuse: making web pages load faster, guaranteeing security, testing the site or its users, detecting abuse and detecting the required age. For example: by load balancing, detection of the number of login attempts, automatic logout function, A/B testing.
- To detect if you are using adblock technologies.

## What types of cookies are there and what are they for?

*We can divide the cookies we use into six categories:*

**Necessary Cookies: these do not collect personal data**

1. Necessary cookies to make this website as user-friendly as possible:  
You do not have to enter your username, password and other data over and over again.  
You don't have to tell us over and over again if you have a subscription and in which language you want to read our articles.
2. Analytical cookies to gain insight into the way the website is used and which pages are visited with what frequency. This information is necessary for the traffic and profile analysis so that we can tailor our work even better to your needs.
3. Advertising cookies that allow us to keep track of how many times an advertisement has been shown and help us to ensure that you do not unnecessarily see advertisements.
4. Social media cookies that make it possible to share articles via social media such as Facebook and Twitter.

#### **Cookies that ensure that content and advertisements are tailored to your preferences.**

5. Content: We build a reading profile to tailor the content of our websites, applications and communications to your personal preferences, which we derive from different data and your reading behavior.
6. Advertising and marketing cookies: The reading profile allows us to show you appropriate advertisements, on this website or via the Facebook pixel or Google Remarketing, also on Facebook or other websites that you visit.  
Content and Advertising and Marketing cookies may be disabled.

What kind of cookies are placed via our site?

#### **First party cookies**

AP Chemicals BVBA mainly uses first party cookies or direct cookies that serve to improve your user experience on the AP Chemicals BVBA websites. This means that they only collect information on our websites themselves. They control the technical part of the website and remember certain things from the visitor, such as choice of language, the page visited and the time the visitor spends on the website.

#### **Third party cookies**

There are also third parties with a different domain name that place cookies via the AP Chemicals BVBA websites. Examples are Google and Facebook. They keep track of the surfing behavior of users and create a user profile based on this information.

#### **Parties that may set cookies:**

- Google Analytics, Google Ads and Google Remarketing: <https://www.google.be/intl/nl/policies/technologies/cookies/>

- Facebook pixel: <https://www.facebook.com/policies/cookies/>

### Other and unforeseen cookies

Due to the way the internet and websites work, we may not always have a clear view of the cookies placed by third parties via our website. This is particularly the case if our web pages contain so-called embedded elements; these are texts, documents, photos or videos that are stored at another party's premises, but that are displayed on, in or via our website.

If you encounter cookies on this website that fall into this category and which we have not mentioned above, please let us know. Or contact the third party directly and ask them what cookies they placed, what the reason for this is, what the life span of the cookie is and how it has safeguarded your privacy.

The storage period varies from cookie to cookie, generally the cookie is stored until the user deletes his cookies.

You can **disable the cookies, web beacons, log files and other files and technologies** used by AP Chemicals BVBA **and/or third parties** to the extent and as described below. Deleting and/or rejecting cookies, web beacons, log files, ad block detection and other files and technologies may result in you no longer being able to make optimal use of the website.

How this happens varies from one browser to another. If necessary, consult the help function of your browser: Google Chrome, Firefox, Internet Explorer, Safari and Opera.

- link google chrome: <https://support.google.com/chrome/answer/95647?hl=nl>
- link mozilla firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-....>
- link internet explorer: <http://windows.microsoft.com/nl-NL/windows7/Change-Internet-Explorer-9-P...>
- link safari : <http://support.apple.com/kb/PH5042>
- link opera: <http://help.opera.com/Windows/12.10/en/cookies.html>

If you wish to disable cookies from specific parties, you can do so via [youronlinechoices.eu](http://youronlinechoices.eu). Please note, however, that after deleting cookies on some websites, you will not be able to make optimal use of all the options available to you.

### 10. Contact details

AP Chemicals BVBA  
Uitbreidingsstraat 66  
2600 Berchem (Antwerp)  
Belgium  
Phone: +32 (0)3 284 7682  
Email: [info@apchemicals.be](mailto:info@apchemicals.be)  
VAT: BE0441.839.057