



## Privacy & Cookie Statement

We believe it is important to safeguard your privacy and sensitive data in accordance with the applicable laws and regulations. In this Privacy & Cookie Statement we explain how we process personal data, the purposes we process personal data for, how you can exercise your privacy rights, as well as other information about the way we handle personal data. Personal data is information that can be used to identify an individual person or which can be linked to an individual person.

This Privacy & Cookie Statement is applicable to all activities on all websites and apps (hereinafter called 'Websites' and 'Apps') of all brands and trade names of or directly related to Burg Groep B.V. (hereinafter called 'Burg Group'). Personal data can be exchanged between businesses in the group which Burg Groep B.V. is a part of.

Among others, the following trade names also fall under BURG GROUP:

Burg Reiniging B.V., Burg Azijn B.V., Burg Siroop B.V., Burg Ocet s.r.o., Burg Essig GmbH, Burg Vinegar Belgium NV/SA, Burg Vinaigres SAS. Insofar as BURG GROUP is entitled to process or has control over personal data, the brands of Burg Group (details available on request from BURG GROUP) also fall within the scope of this Privacy & Cookie Statement.

### What purposes does BURG GROUP process personal data for?

BURG GROUP processes personal data for:

- The formation and performance of the contract(s) that have been concluded,
- Customer service purposes, for example so that we can contact you and answer any enquiries you have made using the contact form on the website or in some other way;
- Marketing purposes, such as:
  - Promotional purposes. This includes amongst other things the running of prize draws and promotion campaigns, the sending of newsletters, showing offers and information, sending user information, service messages, and other electronic announcements made on BURG GROUP Websites and Apps and outside of such via advertising networks and social media channels, such as Snapchat, Facebook, Instagram, Twitter and LinkedIn;
  - Profiling purposes. This includes amongst other things the sharing and combining of personal data of the various trade names and brands within BURG GROUP in order to develop a profile so that we can personalise the content of our Websites and Apps, information, advertising, products and services to suit your interests and behaviour.
- Development and analysis purposes in order to further develop and improve our Websites and Apps for statistical analysis and

marketing research, such as the anonymous measuring of the response to our prize draws and promotion campaigns and the sending of anonymous surveys.

### What personal data does BURG GROUP collect?

BURG GROUP can process the following types of personal data for the above purposes:

- Personal details, such as name, email address, telephone number and date of birth;
- Interaction details, such as IP address, browsing behaviour on the Websites and Apps, click behaviour, cookie ID and (telephone) contact with our employees.

### Quality and liability

When you provide personal details to BURG GROUP, it will be your responsibility to make sure these personal details are correct and up to date. BURG GROUP does not accept any liability, except in the event of wilful misconduct or gross negligence, for any errors or consequences of activities that are undertaken on the basis of incorrect or incomplete information provided by you.

### Who does share BURG GROUP personal data with?

BURG GROUP only shares personal data with third parties when this is permitted and with the necessary due care. Personal data will only be shared with third parties if you have given your consent for this or if it is allowed under the applicable laws and regulations. For example, BURG GROUP might have to disclose personal data to the police, judicial authorities or fraud prevention agencies if that is required in order to comply with a legal obligation or to serve a legitimate interest of BURG GROUP.

### How long does BURG GROUP keep personal data?

BURG GROUP will not keep personal data any longer than necessary for the purposes described above. The retention period for personal data will depend on the purpose for which the personal data are used. For example, certain types of personal data have to be kept for seven years for fiscal purposes. As soon as your personal data are no longer needed, they will be depersonalised or erased.

### What cookies does BURG GROUP use?

### What are cookies and similar technologies?

A cookie is a small text file that is placed on your device when you visit a Website and can be read, for example, by the browser on your computer, tablet or smartphone. Via this text file, certain information, including personal data, can be saved or collected.

This (personal) information is then used to be able to recognise you when you visit the Website again.

JavaScripts and web beacons are examples of similar technologies, which together with cookies enable a system to collect information (JavaScripts), to save this information in small text files (cookies), and then to send it (web beacons). A Software Development Kit (SDK) is a digital tool that is used to enable Apps to collect and save information on a smartphone and then send this information to BURG GROUP and/or external parties.

All of these technologies are referred to as 'Cookies and Similar Technologies' (hereinafter referred to as 'Cookies').

## What purposes does BURG GROUP place Cookies for?

Our Websites and Apps can use Cookies for the following purposes:

- Technically necessary Cookies. These Cookies are necessary for the technical operation of our Websites, services or resources.
- Functional Cookies. These Cookies are used to provide certain functionalities that make it possible for you to use our Websites, such as the ability to save your preferences on a Website and other functionalities, both inside and outside the timeframe of the relevant session.
- Analytical Cookies. BURG GROUP uses Google Analytics and other analytical Cookies in a privacy-friendly way so we can analyse how visitors use our Websites and Apps. BURG GROUP does this, for example, to improve the user-friendliness of a Website or App.
- Advertising or tracking Cookies. BURG GROUP uses Cookies for commercial and promotional purposes. The (personal) data collected in this way are combined, analysed, and used to develop profiles, segments and target groups, so that as relevant as possible information and personalised offers can be shown on Websites and other marketing channels, including those of external parties. Tracking cookies can also be placed by external parties on BURG GROUP Websites and Apps (hereinafter called 'third-party cookies'). We will always ask for your consent before any third-party cookies are placed because they make it possible for your online behaviour to be tracked across different websites. The processing of the (personal) data collected via third-party cookies is subject to the privacy and cookie policies of the relevant external parties. BURG GROUP has no control over these policies.

## For which domains does BURG GROUP ask for consent for Cookies?

BURG GROUP will ask for your consent for the placing of Cookies for each separate Website (domain). This means you do not give your consent for all of the Websites of brands and trade names that fall under BURG GROUP in one go.

## How can you block or refuse Cookies?

### Websites

You can use the settings of your browser to block or refuse any Cookies (from our Websites) that you do not want to accept.

If you have any other enquiries or requests, you can always contact us via the channels listed below.

### How you can you contact BURG GROUP?

If you have any enquiries or requests, you can contact BURG GROUP by telephone, via the website, or by post.

Marconistraat 26  
NL-1704 RG Heerhugowaard  
+31 (0)72 571 7944

### Online contact form

You can contact us via the internet using the online contact form

## How can you exercise your privacy rights?

### The right of access, rectification and erasure of personal data You can make a request for access, rectification or erasure to BURG GROUP.

You can do this via the contact form on the website. Please clearly state that it is a request for access, rectification or erasure. Please remember that in some cases BURG GROUP may have to ask for additional information to verify your identity.

### Objection

You have the right to object to the use of your personal details. If you inform us that you do not want to be approached any longer (via a certain medium), BURG GROUP will include you in an opt-out file and your personal data will no longer be used for the relevant purposes. You can do this via the contact form on the website. Please clearly state that you are making a request to exercise your right to object.

### When was this Privacy & Cookie Statement last changed?

BURG GROUP reserves the right to make changes to this Privacy & Cookie Statement. It is your responsibility to make sure you are aware of any changes by checking the latest version of this Privacy & Cookie Statement.

### Any questions?

You can send any questions you have to us directly by filling in our contact form.