

1. General

Tov Shop, that is part of TOV Business Group vof, address : Dijk 83, 2861 Onze-Lieve-Vrouw Waver, Belgium enrolled in the Belgian "Kruispuntbank" for companies under number 0645.801.353 (hereafter "Tov Shop") is responsible for the processing of your personal data on the website www.TovShop.be (hereafter "the Website") in accordance with this privacy statement.

Tov Shop complies to the Belgian 'Act of 8 December 1992 on the protection of privacy in relation to the processing of personal data', as amended by the Act of 11 December 1998 and the 'Law of 13 June 2005 on electronic communications' and other applicable laws and regulations. The binding contractual provisions referring to the Act of 8 December 1992 on the protection of privacy in relation to the processing of personal data must be read as a reference to the GDPR (General Data Protection Regulation) as from 25 May 2018.

Tov Shop has adapted its Privacy Policy to this Regulation (EU) 2016/679 of the European Parliament and the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (GDPR).

2. Personal data collected

2.1. The data you give us

In the application form on the website: e-mail, name, surname, address, language, telephone number, date of birth, sex.

2.2. The data collected automatically:

Certain information is collected via cookies: see the bottom of this document for our cookie policy.

Some data can also be collected **without being stored in cookies**. They can only be read by Tov Shop and only during your visit to the Website. These are: 1°) the TCP / IP address 2 °) the type and version of your navigation system 3 °) the last visited page 4 °) origin visitor 5 °) language.

2.3. The personal information provided by commercial partners.

In this hypothesis, the commercial partners of Tov Shop guarantee to Tov Shop that the commercial partners have obtained permission to transfer these personal data and this in compliance with the guidelines imposed within the GDPR.

3. Purposes of processing

3.1. General purpose

Tov Shop collects your personal data to:

- Deliver you the service offered on the Website;
- Do market research in order to improve the technical quality and content of the Website;
- Provide information and to send emails with different offers that might be of interest to you;
- Manage the technical administration of the Website;
- After the data have been made anonymous, edit statistics or perform surveys with regard to the number of visits of the various parts of the Website.

3.2. Legal foundation for the processing

Your personal data is processed by Tov Shop based on Article 6.1(b) and 6.1(f) of the General Data Protection Act for customer and order management based on the contractual relationship as a result of your order/purchase and for direct marketing purposes to offer you new products or services based on our legitimate interest in entrepreneurship.

3.3. Direct marketing and Communication to third parties

Your personal information is kept strictly confidential and will under no circumstances be communicated to third parties or will under no circumstances be used for direct marketing purposes, unless Tov Shop receives your prior consent when registering.

Any such consent may be withdrawn at any time without justification and for free by sending an e-mail to klantendienst@TovShop.be.

3.4. Serious offenses

Upon request your data can be provided to the competent authorities (Police and Justice) in case of serious violations of the law.

4. Retention Period

Personal data processed for customer management will be stored for the time necessary to satisfy legal requirements (in terms of bookkeeping, among others).

5. Right to inspection, improvement, deletion, limitation, objection and transferability of personal data

The customer has at all times the right to inspect his/her personal data for free and can have it improved or modified in case it should be incorrect or incomplete, have it removed, limit its processing and object to the processing of their personal data based on Article 6.1(f), including profiling based on said provisions.

Furthermore, the customer is entitled to obtain a copy (in a structured, standard and mechanically readable form) of their personal data and to have said personal data forwarded to another company.

In order to exercise the aforementioned rights, you are requested to:

- Adjust the settings of your customer account via the website under the tab "My Account"; and/or
- by sending an e-mail to klantendienst@TovShop.be or by writing to the address mentioned in Article 1 of this Privacy & cookie Policy provided you enclose a copy of your identity card.

You are entirely free to decide whether or not to share your personal data with Tov Shop. However, you should know that certain services could be refused if you do not fill in your personal details on the order form and that you are solely responsible for the accuracy of the information that you provide to Shop Tov.

6. Right of objection and complaint

You can exercise your right to object to the processing of your personal data for serious and legitimate reasons by sending an e-mail to klantendienst@TovShop.be. You can, however, do not oppose the processing of your personal data if this is necessary for the fulfillment of the contractual obligations.

As a customer you have the right to file a complaint with the Belgian Privacy Protection Commission (35, Rue de la Presse, 1000 Brussels – commission@privacycommission.be).

7. Security and confidentiality

Tov Shop has developed security measures adapted to technical and organizational level in order to prevent the destruction, loss, alteration, modification, unauthorized access or mistaken communication to third parties of personal information collected on the Website as well as every other unauthorized processing of these data.

Tov Shop can in no way be held liable for any direct or indirect damages resulting from the wrongful or unlawful use by third parties of these personal data.

Tov Shop insists to inform you that the Website can contain links, hyperlinks or references to other sites that are not controlled by Tov Shop and to which this Privacy & Cookie Policy does not apply. Tov Shop does not manage these sites. Tov Shop is not responsible for the content of such linked websites nor is it for the offers, products or services that appear on these linked sites. Tov Shop therefore recommends that you carefully read the privacy policy of each site you visit, as these may be different from this Privacy & Cookie Policy.

8. Cookies

8.1. Information about our use of Cookies

Our Website uses cookies and similar technologies to differentiate your user preferences from those of other users of our Website. This helps us to provide you with a better user experience when you visit our website and also allows us to optimize the website.

However, cookies and similar technologies do not allow to systematically collect data that could identify the users of our Web site. They only help us to improve the operation of our website, to understand the interests of our users and to measure the effectiveness of the content of our website.

As a result of recent legislative changes, all Websites aimed to certain parts of the European Union, have the obligation to seek your consent for the use or storage of cookies and similar technologies on your computers or mobile devices. This cookie policy gives you clear and complete information about the cookies we use and their purpose. Please read our Privacy and Cookie Policy and take note of the privacy regulations that are applicable to the Website.

For further information about this Cookie Policy you contact us via Klantendienst@TovShop.be.

8.2. What is a cookie?

Cookies are small text and figure files that we save in your browser or on the hard drive of your computer. That way we can remember your preferences when using our Website.

Unless you have adjusted your browser settings so that it will refuse cookies, our system will place cookies as soon you visit our Website.

8.3. Types of cookies

Cookies can be divided according to their origin, their function and their durability.

First-party cookies are cookies that are placed by a Web site visited at that time by the user (e.g. cookies placed by Tov Shop).

Third-party cookies are cookies that are placed by another domain name different from the website visited by the user. When a user visits a Web site and a third party places a cookie via that site, then this is a third-party cookie (e.g. cookies placed by Google, Twitter and Facebook).

Functional cookies are cookies that ensure that the Website is functioning properly (e.g. cookies for log-in or registration, language preferences, currency, shopping baskets, etc.). Functional cookies are logically first party cookies.

Non-functional cookies are cookies that may be used for statistical, social, targeting and commercial purposes. They have nothing to do with the purely technical support of the Web site. Cookies with **statistical purposes** allow determining which pages of the Website you visit, where your computer is located, etc. Cookies with **social purposes** allow the user to share the content of the visited website directly with others through social media. Cookies with **targeting purposes** allow building a profile based on your surfing habits so that the displayed ads are tailored to your interests. Cookies for **commercial purposes** keep track of how many and which ads were displayed to a user. Non-functional cookies can be first-party or third-party cookies.

Permanent cookies: These cookies remain on the user's device for the duration specified in the cookie. They are activated whenever the user visits the Web site that placed the cookie on the users device (e.g. cookies placed by social media like Twitter, Facebook, Google Analytics, etc.). Most non-functional cookies are permanent cookies.

Session Cookies: These cookies allow us to simplify the actions of a user and to link to each other during a browser session. A browser session begins when a user opens the browser screen and ends when the user closes the browser window. Session cookies are temporarily placed. All session cookies will be removed as soon as the user closes the browser window. Most functional cookies are session cookies.

8.4. Your permission

By using our Website, you accept the use of cookies. To fully use our Site, you need to accept these cookies. This can be done through your browser settings.

You block cookies by activating the browser setting that allows you to refuse the installation of cookies. However, if you will you use your browser settings to block these cookies it is possible that you do not have access to (certain parts of) our Web site. Read this cookie policy carefully for more information.

If you wish to withdraw your consent, you need to delete your cookies using your browser settings. For further information about how to remove or block cookies you can visit the following website: About Cookies (<http://www.aboutcookies.org/Default.aspx?page=2>).

8.5. Changing your browser settings

We point out that web browsers allow you to change your cookie settings. These settings are usually found in the "Options" or "Preferences" menu of your web browser. To better understand these settings, the following links can be useful. Otherwise you need to consult the "Help" function in your web browser for more details.

- Cookie settings in Internet Explorer (<http://support2.microsoft.com/kb/196955/en-us>).
- Cookie settings in Firefox (<https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>).
- Cookie settings in Chrome (<https://support.google.com/chrome/answer/95647?hl=en&hirm=en>).
- Cookie settings in Safari (<http://support.apple.com/en-en/HT201265>).

8.6. More information about cookies

Information about cookies

Further useful information about cookies can be found here: All about Cookies (<http://www.allaboutcookies.org/>).

Internet Advertising Bureau

The Association of Digital Marketers has compiled a guide on online behavioral advertising and online privacy. You can find the guide here: Your Online Choices (<http://www.youronlinechoices.eu/>).

8.7. What cookies do we use on the Website?

Functional cookies

Name	Domain	Purpose	Validity
Language Choice	Website	Users preferred language	30 days
Currency Choice	Website	currency selection	30 days
Shopping Cart	Website	Shopping Basket Contents	30 days
Product Sort Order	Website	Product Selection	current Session
Product List View	Website	product List	current Session
Product Filters	Website	product filters	current Session

Non-functional cookies

Name	Domain	Purpose	Validity
	Website		
	Website		
	Website		
	Website		
	Website		
	Website		

For cookies placed by third parties (e.g. Google Analytics) we are happy to refer you to the statements given by these parties on their respective websites about those cookies. Please note that we do not exercise any influence on the content of those statements, nor the content of these third-party cookies.

- Google Analytics Cookies (<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>).
- [...]

9. Applicable law and jurisdiction clause

This Privacy & Cookie Policy shall be governed, construed and enforced in accordance with Belgian law, which is exclusively applicable to litigation.

The courts of Mechelen have exclusive jurisdiction to rule on any dispute that may arise from the interpretation or implementation of this Privacy & Cookie Policy.

10. Acceptance

By visiting the Website and at the latest at the time of your order, you accept all the terms of this Privacy & Cookie Policy and you agree that Tov Shop collects and processes your personal data in accordance with this Privacy & Cookie Policy.