

# PRIVACY POLICY

## GENERAL EXPLANATION

This website is the property of ALIPLAST NV, having its registered office at 15 Waaslandlaan, 9160 Lokeren, company number BE0426.481.086 (hereinafter referred to as "ALIPLAST NV").

The provisions as included on the website shall apply to both the (product) information and the services of ALIPLAST NV.

ALIPLAST NV is committed to the protection of your personal data and takes the privacy of the users of its website, its customers and its contacts very seriously. This means that no effort is spared to protect your privacy as much as possible and to ensure that you can entrust us with your data with peace of mind that they will not be misused.

ALIPLAST NV therefore treats your personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of 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 and repealing Directive 95/46/EC (the General Data Protection Regulation, hereinafter referred to as the GDPR) and the Protection of Natural Persons with Regard to the Processing of Personal Data Act of 30 July 2018.

During your visit to our website, when we carry out an order for you or we communicate with you, you may share personal information with us so that we can not only identify you as an individual (e.g. your surname and forename, your e-mail address, your home address, your landline or mobile phone number, etc.) but also respond to your queries or provide services. These are the personal data discussed below. You can always consult this privacy policy and the general terms and conditions of use when using our website [www.aliplast.com](http://www.aliplast.com) and/or our services.

## WHAT IS MEANT BY “PROCESSING OF DATA” AND WHO IS RESPONSIBLE FOR THE TASK?

Any type of handling of personal data is meant by that term, which includes in particular any operation or set of operations involving personal data or a set of personal data, whether carried out by automated means such as the collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, aligning or combination, blocking, erasing or destroying data.

Personal data are processed via this website and other ways in which ALIPLAST NV may receive such data such as e-mail, correspondence or registration forms.

ALIPLAST NV is responsible for the processing of your personal data on our own website. We are not liable for the processing of your data collected by any partners (such as suppliers) with whom we may work. Please refer to the privacy policy of our partners on how they handle your personal data.

## PURPOSES AND LEGAL BASIS OF PROCESSING YOUR PERSONAL DATA

Personal data are processed on the basis of Article 6.1 GDPR.

ALIPLAST NV processes your personal data in order to:

- Take measures to verify your (personal) data when logging in on your account on the website, as well as to secure your personal data;
- Verify the status of "company", i.e. checking the data in the Crossroads Bank for Enterprises (central business register);
- Deliver and invoice for the products offered via our website or by any other means;
- See to the technical administration of our website as well as our customer administration.

In addition, ALIPLAST NV processes your personal data where necessary to defend our legitimate interests or those of a third party, including in order to:

- Exercise fundamental rights, including for legal action, whether by us or by a third party;
- Provide current information regarding possible offers or novelties, whether based on pseudonymized user profiles or otherwise;
- Provide personal advice, e.g. by sending newsletters, preparing pseudonymized user profiles whereby we personalize our offers on the basis of your surfing behaviour;
- Verify the capacity of "company";
- Prevent fraudulent use of our website;
- Conduct prospecting and marketing.

Furthermore, by agreeing to this privacy policy, you give us your consent to process your personal data in order to:

- Contact you so as to answer your question or comment, email or telephone;
- Provide up-to-date information on possible offers or novelties, whether based on pseudonymized user profiles or otherwise;
- Compile statistics on the number of visits to the various sections of the website once personal data have been anonymized;
- Process your application;
- Offer or provide our services to you;
- Attend to any other purposes for which you have given your consent.

If ALIPLAST NV seeks to carry out any processing of your personal data for a purpose not provided for in this privacy statement, we will contact you at the e-mail address you have provided to inform you accordingly of this new processing and its purpose. You will of course have the opportunity to refuse.

The legal grounds on the basis of which ALIPLAST NV processes your personal data are the following:

- The consent we have obtained from you to process your personal data;
- The necessity for the performance of an agreement to which you are a party;
- The necessity to comply with a legal obligation incumbent on us;
- The necessity to protect your vital interests or those of another natural person.

Bear in mind that certain features of our website may not be available if you do not wish to communicate your personal data or refuse the use of certain cookies.

You have the right to withdraw your consent at all times by sending us a written or electronic request with proof of your identity or by unsubscribing from our newsletter.

As stated in our cookie statement, you can always withdraw the consent you have given us to place non-functional cookies by clicking the button at the top of said statement.

The withdrawal of your consent shall not however affect the lawfulness of the processing already carried out on the basis thereof before it was withdrawn.

## **COMMUNICATION OF YOUR PERSONAL DATA**

### **1. Data you communicate to us yourself**

We ask you to provide personal data whenever you wish to use the contact form or our login module. When you send us an e-mail, you share personal data (your e-mail address and your surname, forename, address, telephone number, depending on what you yourself write in your e-mail message). Such data is used to fulfil our possible contractual obligations with you and to provide the service for you, to answer your questions and for direct marketing purposes. These data are stored on ALIPLAST NV's secure servers or those of (one of) its possible processor(s) (e.g. hosting company), who are also strictly bound to confidentiality as regards your personal data.

### **2. Data collected on the basis of your use of the website**

We collect data on how you use our services and website. This enables us to attune our services better to your needs and interests. We also use cookies to collect data on the use of the services.

### **3. Data received from third parties**

In principle, ALIPLAST NV does not receive your personal data via third parties. Moreover, we do not collect or use information for purposes other than those defined in this privacy policy.

## **TRANSFER OF YOUR PERSONAL DATA TO THIRD PARTIES**

ALIPLAST NV does not transfer personal data to third parties except where necessary for the attainment of the stated purposes. In such a case, the customer's personal data will be shared with other companies within the European Economic Area directly or indirectly linked to ALIPLAST NV or with any other partner thereof.

ALIPLAST NV cannot guarantee that these recipients will take the necessary technical and organizational measures to protect the personal data.

## **HOW LONG WILL PERSONAL DATA BE KEPT?**

The GDPR does not stipulate a concrete retention period for the storage of personal data. The basic principle is that personal data will not be kept for longer than necessary. What is necessary depends on the concrete situation.

ALIPLAST NV will not retain the personal data it processes for longer than necessary to achieve the purposes set out in this privacy policy and for which the personal data were collected.

The personal data you communicate to us under our contractual relationship or when you ask us a question will be kept for such a period of time as is relevant to provide you with services or answer questions, taking into account the contractual and/or legal obligations we may have to keep these data. For example, every company, including ALIPLAST NV, is required by law to keep certain documents for a certain period of time (e.g. under tax laws, the Archives Act, personnel files, invoices, etc.).

## **WHAT ARE YOUR RIGHTS REGARDING YOUR PERSONAL DATA?**

### **1. Right to access, rectify and erase data**

Your personal data are and will remain your personal data. You retain full control. We therefore apply optimal transparency, fairness and lawfulness towards you for its use, whereby you retain control of your personal data and what happens to them.

You have the right to request access to the personal data that ALIPLAST NV processes about you.

If this information is found to be incorrect, you have the right to have it rectified.

You also have, as a matter of principle, the right to have the personal data relating to you erased. Such erasure of personal data is not possible when the processing of your personal data is necessary or intended for substantiation or defence purposes in legal proceedings.

Your erasure request may also be refused when required in the public interest, for the protection of the rights and freedoms of others or under the exceptions listed by law. These legal exceptions are listed in Article 17 GDPR, i.e. when the processing is necessary:

- for exercising the right of freedom of expression and information;
- for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- for reasons of public interest in the area of public health;
- for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in so far as the right to erasure is likely to render impossible or seriously impair the achievement of the objectives of that processing; or
- for the establishment, exercise or defence of legal claims.

## 2. Restriction of processing and objection

In certain cases, you have the right to have the processing of your personal data restricted. This is possible in particular if you should dispute the accuracy of the personal data or if the processing is unlawful. We will only store your personal data as and where appropriate.

You also have the right to object to the processing of the personal data on the basis of Article 6.1 (f) GDPR, including profiling on the basis of those provisions. Such objection is not possible if the processing of your personal data is necessary for the performance of a contract.

## 3. Transferability of personal data

You have the right to obtain a copy (in a structured, common and machine-readable form) of your personal data and to have said data transferred to another company.

## 4. Automated decision-making

You have the right not to be subject to a decision based solely on automated processing if it produces legal effects concerning you or significantly affects you. This is not possible if this decision is based on your consent.

## **EXERCISE OF YOUR RIGHTS**

These rights can be exercised free of charge by sending a request by e-mail to [info@aliplast.com](mailto:info@aliplast.com) or by post to the address of the registered office at 15 Waaslandlaan, 9160 Lokeren.

In this request, you should provide sufficient proof of your identity and include the necessary information to enable ALIPLAST NV to fulfil its obligations.

If you submit requests that are manifestly unfounded or excessive, ALIPLAST NV has the right to charge a reasonable fee or to refuse the request. In the latter case, we will notify you in writing.

## COMPLAINTS

If you believe that the processing of your personal data by us would constitute a breach of the provisions of this privacy policy or the GDPR, you have the right to lodge a complaint with the Data Protection Authority via [this link](#).

## SECURITY

ALIPLAST NV has developed security measures that are adapted at technical and organizational level to prevent the destruction, loss, falsification, modification, unauthorized access or erroneous notification to third parties of your personal data collected on our website or by any other means, as well as any other unauthorized processing of your personal data.

Under no circumstances can ALIPLAST NV be held liable for any direct or indirect damage resulting from an erroneous or unlawful use of your personal data by a third party.

## USE OF “COOKIES”

This website, [www.aliplast.com](http://www.aliplast.com), uses cookies. We would like to inform you about the use of these cookies in the overview below.

Bear in mind that certain media will not be available if you do not accept the relevant cookies.

### 1. What are cookies?

'Cookies' may be placed on the hard disk of your computer when you visit the website. A cookie is a text file containing pieces of technical information (internet settings) that are placed by a website server in the browser of your computer or on your mobile device when you consult a website.

Cookies also include what are known 'scripts'. A script is programming code used to make our website function optimally and interactively.

The term 'cookies' also includes 'web beacons', 'pixel tags' or 'social media cookies'. These are used to integrate various social networking sites on [www.aliplast.com](http://www.aliplast.com). Embedded elements from third parties, or in other words content stored with a third party, may actually also be displayed on our website.

As cookies are personal data, their processing is governed by our privacy policy. The processing of functional cookies is based on our legitimate interest, as they are required for the proper functioning and security of [www.aliplast.com](http://www.aliplast.com). Other cookies will not be placed unless [www.aliplast.com](http://www.aliplast.com) has obtained your prior consent to do so.

### 2. Types of cookies

#### A. Origin

When you visit our website, different types of cookies may be used. 'First-party cookies' are cookies placed directly on the website by [www.aliplast.com](http://www.aliplast.com). 'Third-party cookies' are cookies placed by third parties on [www.aliplast.com](http://www.aliplast.com), in particular because [www.aliplast.com](http://www.aliplast.com) incorporates elements of other websites.

#### **B. Duration**

'Persistent cookies' remain on your device for the lifetime of the cookie. They are activated each time you visit [www.aliplast.com](http://www.aliplast.com).

'Session cookies' simplify and link user actions during the browser session. Each time you open the browser window, these cookies are set temporarily. Session cookies are deleted as soon as the browser is closed.

#### **C. Function/purpose**

'Functional cookies' are those required to facilitate the functioning of the website and provide a personalized experience (e.g. language setting, as applicable).

'Non-functional cookies' are used for statistical, social and commercial purposes. They are separate from the technical support of [www.aliplast.com](http://www.aliplast.com) and do not meet the conditions to be exempted from the consent requirement. Your explicit consent is required for the placement of these cookies.

'Analytical cookies' are used to map website statistics. Through the use of Google Analytics, a web analysis service offered by Google Inc, such analytical cookies are placed on your computer to analyse how visitors use the website (which pages are most popular, what problems visitors encounter on certain pages, etc.). The data collected through Google Analytics are stored on Google Inc. servers. By consenting to these cookies via the cookie banner installed on our website, you consent to the processing of the information by Google in the manner and for the purposes described above. You always have the option to withdraw this consent.

"Performance cookies" can be used to measure how many visitors have visited a particular web page or to list popular web pages. We can also track how you arrived at our website. We use this information to improve our website and optimize the user experience.

#### **D. Consent**

The information generated by the cookies about your use of the website may be transferred to ALIPLAST NV's own secure servers or to a data processor that is also bound by strict confidentiality obligations concerning your personal data. We use this information to track how you use the website, compile reports on website activity and offer other services relating to website activity and internet usage. You will have to agree or disagree with the use of cookies via the cookie banner on our website. You can always refuse the use of cookies in this cookie banner, as well as in the settings of your internet browser. We must however draw your attention to the fact that in such a case you may not be able to use all the functions of our website to the full.

ALIPLAST NV undertakes not to transfer (personal) data to third parties located in countries outside the European Economic Area without your consent. Certain third parties used by ALIPLAST NV, such as Google for example (see point 2 C above), may however have access to (personal) data collected by the cookies and may transfer your (personal) data to a country outside the European Economic Area. For more information about this transfer, please refer to the privacy and cookie policies of the respective third parties.

#### **E. Management of cookies by the user**

ALIPLAST NV uses cookies to remember the preferences of users of its website. Cookies are also used to enable the user to explore the website and to provide certain features. Another use of cookies is to ensure safe use of the website, thus helping to optimize visits to the website for its users.

Web browsers enable you to manage cookies so you can disable the use of cookies. It is also possible

to delete cookies that have already been installed.

Through your Internet browser, you can delete cookies automatically or manually and you can indicate whether certain cookies may be installed. You can also set your internet browser to notify you when a cookie is placed. More information about these options can be found in the instructions of the Help function of your browser.

Our website [www.aliplast.com](http://www.aliplast.com) uses the CookieYes module for the cookie banner already discussed above. Using the 'preferences' button in the cookie module, visitors can always consult the current necessary, functional, analytical, performance and advertising cookies with their type and duration, as well as manage their consent with the use of cookies on the website.

CookieYes scans the entire website on which this tool is implemented every 24 hours and then makes the necessary adjustments so that the most accurate information can be made available to the visitor. ALIPLAST NV is not responsible or liable for the accuracy, completeness or usefulness of the information provided by CookieYes.

## **CHANGES**

This privacy policy is attuned to the use of and features on this website. Any adjustments and/or changes to this website or other ways in which we collect and process data may result in changes to this privacy policy.

ALIPLAST NV may also be required to adapt this privacy policy to new legislation and/or recommendations of the Data Protection Authority or recommendations of the European Data Protection Authority.

## **APPLICABLE LAW AND COMPETENT COURTS**

This privacy policy falls under the exclusive application of Belgian law. In the event of a dispute regarding the validity, application, interpretation or enforcement of this privacy statement, only the courts and tribunals where ALIPLAST NV has its registered office shall be competent.



If you believe that the processing of your relevant personal data infringes the General Data Protection Regulation, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State where you normally reside, have your place of work or where the alleged infringement has occurred.

## **QUESTIONS AND FEEDBACK**

We check our compliance with applicable privacy laws and this privacy policy on a very regular basis. If you have any questions or would have liked further clarification on this privacy policy, please contact us at [info@aliplast.com](mailto:info@aliplast.com).

## **CONTACT DETAILS**

15 Waaslandlaan

9160 Lokeren

Belgium

[info@aliplast.com](mailto:info@aliplast.com)