

# MBrands B.V. Privacy and Cookie Policy

## 1. Introduction

**1.1** This privacy policy of MBrands B.V., whose registered offices are at Lageweg 34, 2222 AG, Katwijk, The Netherlands, has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' is being used online. 'Personally Identifiable Information', is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our websites and B2B platforms.

By continuing to use this Website, you consent to your information being processed in accordance with this policy.

## 2. Personal information we collect and how we use it

**2.1** Information you give us. You may give us information, including information that can identify you ("personal information"), when you use our Website, B2B platform, correspond with us, sign up for our newsletter, or enter into any of our competitions, promotions or surveys. Where we request information from you, we will collect the information set out in the relevant forms or pages. You may choose to provide additional information to us when you contact us or otherwise interact with us.

**2.2** If you purchase any goods on our B2B platform, we will also collect your delivery address, billing address and payment information. Please note that we will not be storing your payment information, this will be done via a third party payments company. If you subscribe to receive our newsletter, then you will provide us with your name and email address.

**2.3** The personal information that you provide to us will be used for the purposes of enabling you to use our Website and to make purchases via our B2B platform, for administrative and troubleshooting purposes. As explained in Section 2.7 below, we may also use this information for further purposes when combined with other data we collect about you.

**2.4** Information we collect automatically. When you visit our Website, we may automatically collect the following information: your IP address, location information, browser type and version, browser plug-in types and versions, operating system and platform, information about your visit including the URL clickstream to, through and from our Website, products you viewed or searched for, download errors, length of visits to certain pages and page interaction. We collect information automatically through the use of various technologies, including through "cookies", and this is explained further below.

**2.5** We use the information we collect automatically: (1) to administer our Website for internal operations including troubleshooting purposes; (2) to ensure that content from our Website is presented in the most effective manner for you and your devices; (3) as part of our effort to keep our Website safe and secure; (4) to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you; and (5) to make suggestions and recommendations to you and other users of our Website about goods or services that may interest you or them.

**2.6** Information we receive from other sources. We may receive information about you if you use any of the other services we provide on this Website. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers and may receive information about you from them (including information that is publicly available).

**2.7** Where permitted by law, we may combine this information we receive from other sources, including from social media websites, with information you give to us and information we collect

about you, including cookie information. We may use this information and the combined information for learning more about your preferences as our customer, for enhancing your user experience on our Website and for providing you with information, content and offerings tailored to your needs.

### **3. How we share and disclose your information**

**3.1** We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Third-party links

We do not include or offer third-party products or services on our website and B2B platform.

### **4. How to opt in or opt out of direct marketing**

**4.1** We, and selected third parties, may use the information you give us for direct marketing purposes to provide updates; newsletters; events; or other communications that we think may interest you. Where required by law, your prior consent will be obtained before sending direct marketing. In any event, we will offer you the option to unsubscribe in every communication sent.

### **5. Analysis and Advertising**

**5.1** We use Google Analytics and Google AdWords on the Website to collect Usage Information, to analyze how users use the Website and to provide advertisements to you on other websites. For more information about how to opt out of having your information used by Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>. You can learn more about advertising and online tracking and how to opt out of such practices in the paragraph above.

**5.2** We also use third party tools, including Facebook Custom Audience and related tools provided by Facebook to provide advertising to you on other websites (including social media networks such as Facebook). Facebook Custom Audience is a tool provided by Facebook which matches a MBrands customer/visitor with a Facebook user in order to provide advertising on the Facebook platform. For this purpose, we share your information with these third party providers (e.g. Facebook) and use cookies or similar technologies on our website to analyse the effectiveness of our advertising on other websites. For more information about the use of data by Facebook, please click on the following link: <https://www.facebook.com/privacy/explanation>. You may withdraw your consent at any time from the use of your data for these purposes, by contacting us by email on [info@mbrands-international.com](mailto:info@mbrands-international.com)

### **6. Cookies**

#### **6.1 Cookie Policy**

This cookie policy explains what cookies are and how we use them on our website. You should read this policy so you can understand what type of cookies we use, the information we collect using the cookies and how that information is used. By using our website you are agreeing that we can use cookies in accordance with this policy.

#### **6.2 What are cookies?**

Cookies are files which contain a small amount of information. Cookies are stored on the browser or hard drive of your computer or device.

#### **6.3 How do we use cookies?**

We use cookies to distinguish you from other users of our website and to provide a browsing experience that is unique to you. Cookies are used by us so that our website can remember what you have done whilst browsing, for instance, your log-in details, how far you have progressed with an order and what is in your shopping cart.

#### **6.4 What type of cookies do we use?**

Cookies can be in the form of session cookies or persistent cookies. Session cookies are deleted from your computer or device when you close your web-browser. Persistent cookies will remain stored on your computer or device until deleted or until they reach their expiry date. We use the following cookies:

- **Analytical/performance cookies.** These cookies allow us to recognise and count the number of visitors to our website and to see how visitors move around when they are using it. This helps us to improve the way our website works, for example, by ensuring that users find what they are looking for easily.
- **Functionality cookies.** These cookies are used to recognise you when you return to our website. This enables us to personalise our content for you, such as greeting you by name and remembering your preferences. It also allows for live chat support during your browsing experience.
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose. These cookies allow you to share and send information to other websites.

#### **6.5 What kind of information do we collect by using cookies?**

When you visit our website, we may automatically collect the following types of information from you: Your internet protocol (IP) address, your login information, time zone setting, operating system and platform, information about your visits including the URL you came from, your country, the search terms you used in our website, products you viewed or searched, page response times, download errors, length of visits to certain pages, page interaction information, (such as scrolling, clicks, and mouse-overs) and the methods used to browse away from the page.

#### **6.6 How do you block cookies?**

Most browsers allow you to refuse cookies. You may block our cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. You can find out more about cookies and how to delete and control them on [www.aboutcookies.org](http://www.aboutcookies.org) or click help in your browser menu.

If you block our use of cookies, you may be unable to access certain areas of our website and certain functions and pages will not work in the usual way. For example, you will not be able to use the shopping list feature or shop online.

#### **6.7 How MBrands can change the Cookie Policy**

We may update this policy from time to time. Changes in technology, legislation and authorities' guidance may require us to inform you of the activities we undertake where it affects your privacy rights. You should check this page occasionally to ensure you are familiar with any changes.

### **7. Links to other websites and social media**

**7.1** Where we provide links to other websites, we do so for information purposes only. The other websites are outside our control and are not covered by this Policy. If you access other websites using the links provided, the operators of these websites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

**7.2** On some pages of our Website / B2B platform, third parties that provide content, applications or plug-ins through our Website may track your use of content, applications and plug-ins or customize content, applications and plug-ins for you. For example, when you share an article using a social media sharing button on our Website (e.g., Facebook, Twitter, or Google Plus), the social network that

has created the button will record that you have done this. For more information on social media plugins on our Website, see our Cookies Policy.

## **8. Data Retention**

**8.1** We will not retain your information for longer than is necessary for our business purposes or for legal requirements. However, please be advised that we may retain some information after you have closed your (B2B) Account with us, for instance if doing so is necessary to meet our legal obligations, such as retaining the information for tax and accounting purposes.

## **9. Your Rights**

**9.1** If you wish to obtain a copy of personal information that we hold about you, please contact us at the address below. Before responding to your request, we may ask you to verify your identity and to provide further details about your request. We will endeavour to respond within an appropriate timeframe and, in any event, within any timescales required by law.

**9.2** If you have chosen to have a B2B Account then you can access the personal information we hold about you via your B2B Account to obtain a copy of it and to correct, amend, or delete information that is inaccurate. You can also close your B2B Account at any time.

**9.3** It is your responsibility to ensure that you submit true, accurate and complete information to your B2B Account and keep it up to date. You may also update your personal information by contacting us, using the contact details provided below. Please make sure to include your name, username and post code in your initial correspondence; this helps us protect the details and preferences on your B2B Account from unauthorised access.

## **10. Information Security**

**10.1** How do we protect your information?

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places an order to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

**10.2** Where you have a password, which enables you to access our B2B Platform, you are responsible for keeping this password secure and confidential.

## **11. Internet-based Transfers**

**11.1** Given that the Internet is a global environment, using the Internet to collect and process personal information necessarily involves the transmission of data on an international basis. While we generally store all of the personal information that we collect about you through our Website in your region (for example for European visitors, in the European Economic Area), it is possible that your personal information will be transmitted to parties outside your region (where data protection laws may be

different). If such transfer happens, we ensure that it takes place in compliance with contractual or other measures to protect the information.

## **12. Use of this Website by Minors**

**12.1** If you are aged 14 or under, please get your parent's/guardian's permission before you provide information to us via our Website. Users without this consent are not allowed to provide us with information and, in the event that they do so, we will cease to process their information as soon as we find out.

## **13. Changes to the Policy**

**13.1** This Policy was last updated on 18-05-2018. A notice will be posted on our Website home page for 30 days whenever this Policy is changed in a material way. By continuing to use our Website you confirm your acceptance of the relevant changes.

## **14. Questions about this Policy**

**14.1** This Website / B2B platform is maintained by MBrands B.V.. If you have a question, concern or complaint about this Policy or our handling of your information, you can contact us by email on [info@MBrands-international.com](mailto:info@MBrands-international.com)

### **14.2 Contacting Us**

If there are any questions regarding this privacy policy, you may contact us using the information below.

MBrands B.V.  
Lageweg 34  
Katwijk, 2222AG  
The Netherlands  
[info@MBrands-international.com](mailto:info@MBrands-international.com)  
+31714034411

## **15. Finally**

Dutch law applies to this privacy statement.