

## **PRIVACY AND COOKIE STATEMENT**

### **Collection and use of personal data of (potential) customers**

*We draw your attention to the fact that we will collect and use the personal data you provide to us, because this is necessary in order to be able to conclude and perform a possible agreement with you.*

*If you are a (potential) customer of ours, we will use your data in order to be able to send you an offer, to be able to determine what specifications or wishes certain goods need to satisfy, to be able to deliver goods or to be able to carry out activities for you, to be able to invoice and to be able to communicate with you quickly and efficiently concerning the performance aspects of the agreement. We need your name, address, e-mail address, payment details and telephone number for your order. This will allow us to process and deliver your order.*

*You are not obliged to provide your personal data to us. However, if you do not provide us with personal data or if you provide insufficient personal data it may be possible that we will be unable to carry out the abovementioned activities.*

### **Transfer to third parties**

*If necessary for the processing of your order, we will transfer your data to third parties, such as carriers. We demand of our partners that they handle your data with the same degree of care as BERG Toys.*

*We also use external server rooms for the storage of (parts of) our sales administration, which includes your personal data. Your personal data may therefore be provided to server room providers.*

*Our employees and the third parties engaged by us are obliged to respect the confidentiality of your data. Personal data are therefore safe with BERG Toys.*

### **Direct marketing**

*Once you have granted us your consent, we will store and use the personal data you have provided to inform you personally in the future by newsletter of our existing and new products and possibly make you an offer in this connection. Each time we send you a newsletter, you will be able indicate you would no longer like to receive these. See for this purpose the unsubscribe link at the bottom of every newsletter.*

### **Retention period personal data**

*In the event you have requested an offer from us, but you did not become our customer, we will remove your data at most one year after our last contact. If you did become our customer, we will retain your personal data for a period of seven years after the end of the financial year in which the agreement was performed in full. The seven-year period corresponds to the period within which we are obliged to retain our records for the Tax and Customs Administration. We will remove your personal data after this period has ended.*

### **Cookies**

*Cookies are small files that are placed on your computer, tablet or smart phone during visits to our websites. Information is stored and this information is later recognised during a subsequent visit to the websites.*

*The websites use tracking cookies if you have consented to this. We do so to obtain insight into your internet behaviour so that we can make you suitable offers. You can withdraw your consent at any time. Your data are stored for at most one year. We also place functional cookies. We do so to facilitate the use of the websites. This means among other things that the products purchased remain in the shopping cart or that your login details are remembered during your visit.*

*Analytical cookies show us what pages were visited and what parts of the websites receive clicks. And finally, we point out to you that you visit the websites without leaving personal data behind unless you enter your personal data in our contact form.*

We make use of the following cookies:

<b>Name</b>	<b>Purpose of the cookie</b>
AppNexus	We use this cookie to register your visit. This cookie is also used to register which advertisements were shown to the user.
DoubleClick	We use this cookie to register your visit. This cookie is also used to register which advertisements were shown to the user.
Google Adwords	Cookies are placed to provide more insight into the customer's behaviour in order to show relevant advertisements.
Adcrowd	We use this cookie to register your visit. This cookie is also used to register which advertisements were shown to the user.
Facebook Pixel	The Facebook Pixel cookie registers which pages you view. These data could be used to advertise more effectively.
Google Analytics	Cookies are placed to provide more insight into the customer's behaviour in order to improve the website user experience.
New Relic	New Relic places cookies in your browser to collect the details of your session so that the website's user experience can be improved.
Hotjar	Hotjar collects cookies to conduct qualitative research among website visitors and to obtain insight into click behaviour. This data makes it possible to increase the website's user experience.
BERG	We use cookies to make your visit to the website as convenient as possible. These cookies remember your login details and preferences you have entered previously.

**Your rights**

*You have the right to ask us to inspect your own personal data. If there is reason for doing so, you can also request us to supplement your personal data or to correct inaccuracies. You also have the right to request that your personal data be deleted or to restrict the use of your personal data. You can also submit to us an objection to the collection and use of your data or submit a complaint to the Dutch Data Protection Authority. And finally, you have the right to ask to obtain your personal data or to transfer those data to another party. In order to be able to exercise your rights, you can apply to: BERG Toys, contact person: Truus Drost, PO box 73, 6710 BB Ede, the Netherlands, tel. +31 (0)318-467171, e-mail [tdrost@bergtoys.com](mailto:tdrost@bergtoys.com) Naturally you can also contact us if you have questions or require more information about the collection and use of your personal data.*

Ede, 25-05-2018