

## SocialBrands Privacy Policy

Your privacy is of great importance for SocialBrands. We therefore comply with the privacy law. This means that your data is safe with us and that we always use it properly. In this privacy statement we explain what we do with the online service SocialBrands with information that we process.

If you have any questions, or want to know exactly what we keep track of, please contact SocialBrands at: [support@socialbrands.be](mailto:support@socialbrands.be).

### I. General Glossary

Various terms are used in this Privacy Statement. Below is a summary of the most important terms:

- SocialBrands: owner of the platform and the websites [socialbrands.nl](https://socialbrands.nl) and [influencers.social](https://influencers.social).
- Client: The natural person or legal entity, who has entered into an agreement with SocialBrands, has purchased a plan via the platform, makes content via the platform or has registered as an influencer or advertiser.
- Participant: The natural person or legal entity that participates in services that our customers publish via our platform.
- Personal data: Any information concerning an identified or identifiable person.

### Cookies

Our websites use cookies. Cookies are small files where we can store information so that you do not have to enter it all the time. But we can also see that you are visiting us again.

When you visit our websites for the first time, we present a notification with an explanation about cookies. Hereby we will ask for your agreement for the use of these cookies.

We have made agreements about the use of cookies with other companies that place cookies. However, we do not have complete control over what they themselves do with the cookies. Read their privacy statements.

Social media buttons are also included in our online service. This allows the administrators of these services to collect your personal data.

### Google Analytics

We use Google Analytics to keep track of how visitors use our websites. We have signed a processor agreement with Google. There are strict agreements about what they can keep up with. We allow Google to use the obtained Analytics information for other Google services. We do not let Google anonymize the IP addresses.

### Security

Security of personal data is of great importance to us. We ensure that your data is properly secured with us. We always adjust security and pay attention to what can go wrong. For

details about our security, you can visit the Privacy Center (section: Security) as a customer within the platform.

### **Changes to this Privacy Policy**

When our online service changes, we must of course also change the privacy statement. Always pay attention to the date above and check regularly for new versions. We will do our best to announce changes separately.

### **Access, change and delete your data**

If you have any questions, want to know what personal data we have about you, or request removal of your data, you can always contact us by email. See the contact details at the bottom of this document. Beside that, clients can login at the SocialBrands platform and change their data immediately.

You have the following privacy rights:

- get an explanation about what personal data we have and what we do with it
- insight into the exact personal data we have
- to have errors corrected
- the removal of outdated personal data
- withdrawing permission
- object to a particular use

Please note that you always clearly state who you are, so that we can be sure that we do not modify or delete data from the wrong person.

### **To file a complaint**

If you feel that we do not help you in the right way, you have the right to file a complaint with the supervisor. This is called the Dutch Data Protection Authority.

## **II. SocialBrands clients**

### **Your account**

By using our online service you must first register. You must then provide information about yourself and / or link to an external account such as Facebook. We create an account with which you can log in through, for example Facebook, or with your e-mail address and a self-chosen password. For this we use your:

- name,
- phone number
- email address
- IP address
- date of birth
- gender
- country
- Facebook user ID
- Facebook time zone
- Facebook language

- user agent information (browser).

We need this because of the contract we conclude with you and so that you can use our online service. Your e-mail address is automatically added to the list of newsletter subscribers, so that we can keep you up-to-date on news, tips and information about our products and services. We keep this information up to six months after you have lifted the account.

We keep this information so that you do not have to re-enter it every time and so that we can approach you more easily if necessary. You can adjust information via your account whenever you want.

### **Handling orders**

When you place an order with us, we use your personal data to handle it properly. We may then transfer your personal data to our accounting program for the financial settlement. If you pay via an internet banking environment (such as iDEAL or via your credit card), we will receive information about your payment from your bank or credit card company.

We use your billing address for this. We need this because of the contract we conclude with you. We keep this information up to one year after your order has been completed and seven years after that (that is the legal storage obligation).

### **Ordering a subscription**

You can order a subscription with our online service SocialBrands, where we use your personal data to process the payment.

We use your billing address for this. We need this because of the contract we conclude with you. We keep this information up to one year after you terminate the subscription and seven years thereafter (that is the legal retention).

### **Purchasing credits**

A number of modules at SocialBrands work with credits, which you have to purchase in advance, and where we use your personal data to process the purchase and to register the credits.

We use your billing address for this. We need this because of the contract we conclude with you. We keep this information up to one year after your order has been completed and seven years after that (that is the legal storage obligation).

### **Contact form and Newsletter**

With the contact form you can ask us questions or make requests.

For this we use your email address, telephone number and name and company details. We do this on the basis of your consent. We keep this information for an indefinite period so that we can be sure that you are satisfied with our response. This way we can easily access the information in subsequent questions. We can also train our customer service.

You can subscribe to our newsletter. Here you can read news, tips and information about our products and services. You can cancel this subscription at any time. Each newsletter contains an unsubscribe link.

### **Advertisement**

We would like to approach you about offers and new products or services or current subscriptions. We do this:

- by email;
- by phone;
- through social media.

You can object to this advertisement at any time. Each newsletter contains an unsubscribe link. You can block us or use the unsubscribe option.

### **Provision to other companies or institutions**

We only provide your personal data to other companies or institutions if this is necessary for our online service or if we are legally obliged to do so (for example, if the police require this if there is a suspicion of a crime).

We work together with certain companies. These partners can therefore receive your personal data. This is necessary to be able to deliver our services to you as a customer of SocialBrands.

## **III. Participants**

### **Your account**

For certain parts of our online service you must register in order to use our services or the services of our customers. You must then provide information about yourself and / or link to an external account such as Facebook. With this we create an account for you with us or our customer.

If you register with us or our customer via a form, you must at least enter your email address. And in addition, the other requested data. If you register via Facebook, we process your:

- name
- email address
- IP address
- date of birth
- gender
- place of residence
- country
- Facebook user ID
- Facebook time zone
- Facebook language
- Facebook likes
- user agent information (browser).

This data is stored so that the owner of the data can contact you as a result of your participation in a campaign, because you have won a prize, for example. Some data is also stored in order to show you only relevant information and offers. We process this information on the basis of your consent.

We keep this information until you have unsubscribed from us or our customer. You can adjust your data whenever you want through the owner of the data.

### **Statistics and profiling**

We keep statistics for our customers, about the use of the online services they offer via SocialBrands. With these statistics we improve our online service and that of our customers. We may combine your personal data to learn more about you. Of course we will respect your privacy at all times. If you do not want this, you can always unsubscribe through the owner of the data. We keep this information until you have unsubscribed from the owner of the data.

### **Provision to other companies or institutions**

We only provide your personal data to other companies or institutions if this is necessary for our online service or if we are legally obliged to do so (for example, if the police require this if there is a suspicion of a crime).

We work together with certain companies. These partners can therefore receive your personal data. This is necessary to be able to supply you for what you have registered.

### **Contact details**

SocialBrands  
Schaarbeeklei 647,  
1800 Vilvoorde, Belgium

[support@socialbrands.be](mailto:support@socialbrands.be)