

## **Privacy and cookie statement**

Your privacy is respected by us. HemCell is committed to ensuring your privacy to the fullest extent possible and will treat the information you provide to us confidentially. When processing personal data, we observe the applicable privacy laws and regulations. In this privacy and cookie statement, we inform you about how we handle your data.

### **Categories of personal data**

By using the website and the services available on it, you leave certain data with us. This may include personal data. We store and use only the personal data directly provided by you or which, when you provide it, it is clear that it is provided to us for processing.

Depending on the service you use, we may collect the following data:

- Company name
- First name + last name
- Attn. data
- Address
- Postal code
- City
- Country
- Email address invoices
- E-mail address for quotes
- Company registration number
- VAT number
- Phone number
- Customer number
- Account number

## **Basis for data processing**

We may lawfully process personal data about you only if we do so on a legal basis. We process your personal data because it is necessary for the performance of the agreement between you and us, as laid down in Article 6 paragraph 1 sub b of the General Data Protection Regulation (AVG). In addition, we may process your personal data for another legitimate interest, such as informing our clients about current events or changes in our services. This basis is laid down in Article 6 paragraph 1 sub f of the AVG.

## **Purposes of data processing**

We process your personal data, for the following purposes:

- To be able to e-mail you if this is necessary to perform our services;
- To send you information in response to the contact form.

## **Provision of your personal data to third parties**

In principle, we only provide your personal data to third parties if you have given your consent. Provision of data without your consent takes place if it is necessary to be able to execute the agreement between you and us or a legal obligation requires us to do so.

## **Retention period**

We will not retain your data longer than necessary for the purposes described in this privacy and cookie statement, unless required by a legal obligation.

## **Security measures**

To secure personal data, we have taken appropriate technical and organizational measures. We have based the choice of these measures on available technology, implementation costs, the type of personal data we process for you (see Article 4) and the risks involved. We strive to ensure that these measures meet the requirements in Article 32 of the AVG. For example, our website has an SSL certificate and we use a firewall to prevent misuse.

## **What do we do to keep personal data confidential?**

We are obliged to keep all personal data we process for you confidential from others. This includes the data that we receive from you and/or that we collect ourselves in order to process it as we have agreed in our agreement. On this we agree the following:

- a. We guarantee that all our employees comply with this duty of confidentiality. This includes employees in the broadest sense of the word, including interns and freelancers.
- b. This duty of confidentiality does not apply:
  - if you have given express permission to share certain personal data with others; or
  - if the person to whom the personal data relates (for example, a customer) has given express consent to share this data with others; or
  - if there is a legal obligation to provide certain personal data to another body or person, for example, the Public Prosecutor's Office.

## **Cookies**

For the functioning of our website we use cookies. Cookies are small information files that can be automatically stored on or read from the visitor's device (such as PC, tablet or smartphone) when visiting

a website. This happens via the web browser on the device. Cookies come in different types. We use the following types of cookies:

- Analytic cookies: to be able to analyze how our website is used by visitors and make improvements accordingly;

Through our website, cookies are placed by the American company Google, as part of the Analytics service. We use this service to track and get reports on how visitors use the website. We do not use this service for logged in users. We have not allowed Google to use the obtained Analytics information for other Google services, we have the IP addresses anonymized. The information collected by Google is transferred to and stored on servers in the United States. We have entered into a processing agreement with Google. The information collected by Google is anonymized as much as possible. We have no influence on the use of the data by Google and/or third parties. Google may provide this information to third parties if they are legally required to do so, or insofar as third parties process the information on Google's behalf. Google adheres to the privacy principles of and is affiliated with Privacy Shield of the U.S. Department of Commerce and the European Commission. For more information about this data processing, please read Google's privacy statement. In your browser you can adjust the settings around the use of cookies if you wish. You can also manually delete cookies if necessary. You can read this in your browser manual.

## **Your Rights**

When you have provided personal data to us, you have several rights that you can exercise. For example, you have the right to access, rectify and delete your data. You can also request us to transfer your data to you or another party or to restrict data processing. In addition, you are free to object to any processing of your data. Furthermore, you can withdraw your consent to data processing at any time. You can make your request known to us by sending us an e-mail at [info@hemcell.com](mailto:info@hemcell.com) or by contacting us by telephone at: 06 53 27 66 38. We aim to respond to your request within 14 working days.

## **Filing a complaint with the Personal Data Authority**

In the unlikely event that you are not satisfied with the way we handle your data, you can file a complaint about it with the Personal Data Authority. The contact details of the Personal Data Authority can be found [here](#).

## **Changes to this privacy and cookie statement**

We reserve the right to amend this privacy and cookie statement. These changes will be announced via our website. We therefore recommend that you consult this statement regularly so that you are aware of any changes.

## **Our contact details**

Do you have any questions or comments after reading this privacy and cookie statement? If so, please contact us at: HemCell bv. Dorpsstraat 183 - 4451 KE Heinkenszand Tel: 06 53 27 66 38 E-mail: [info@hemcell.com](mailto:info@hemcell.com)