



## PRIVACY DECLARATION SMIT VISUAL B.V.

Smit Visual B.V., with its registered office at: Spaarpot 120 - 122, Geldrop, is responsible for processing personal data as stated in this privacy declaration.

### Contact details:

<https://www.smit-visual.com>

Spaarpot 120 - 122

5667 KZ Geldrop

The Netherlands

Tel.: +31(0)40 - 280 85 00

CoC: 17060336

Mr. Serge Pladet is the contact with respect to privacy questions/GDPR. You can contact him via email at: [avg@smit-visual.nl](mailto:avg@smit-visual.nl)

### Personal data that we process

Smit Visual B.V. is able to process personal data about you because:

- you use the services of Smit Visual B.V.;
- and/or because you provided these data to Smit Visual B.V. yourself following approval of this privacy declaration when completing a contact form via the website of Smit Visual

Below you will find an overview of the personal data that we process:

- Company data
- First name and surname
- Telephone number
- Email address
- Details of your activities on our website
- Address details
- IP address
- Purchase history

### Special and/or sensitive personal data that we process

Our website and/or department has no intention to collect data relating to visitors of our website who are under 16 years of age, unless they have obtained permission from their parents or guardian. However, we cannot verify whether a visitor is over 16 years of age. We therefore advise parents or guardians to be involved in their children's online activities in order to prevent data pertaining to children from being collected without parental permission. If you are convinced that we have collected personal data relating to a minor without parental permission, please contact us via the following email address: [avg@smit-visual.nl](mailto:avg@smit-visual.nl) and we will delete this information.



## For what purpose and on what basis do we process personal data?

Smit Visual B.V. processes your personal data in order to be able to contact you by telephone if you request this and/or in order to contact you in writing (by email and/or post) if we are unable to reach you by telephone for any reason.

Smit Visual B.V. processes your personal data for the following purposes:

- ordering;
- marketing;
- providing information;
- applying for jobs.

In specific terms:

### Ordering

- Handling orders (products and services)
- Telephoning or emailing if this is necessary in order to be able to provide our services

### Handling orders

If you place an order with Smit Visual B.V., we require your data in order to be able to handle your order. We therefore need your company name, first name, surname and address in order to process your order. We will store your telephone number and email address in order to contact you and inform you about the progress of your order, if necessary.

### Marketing

- Sending our email newsletter
- Sending emails to enquire about your customer satisfaction by means of a customer satisfaction survey
- Carrying out marketing analyses and optimisations with the aim of providing you with optimum information regarding our products and services

### Newsletter

If you subscribe to our newsletter, then we will save your name and email address in order to be able to send you the newsletter

### Analytics

The website of Smit Visual B.V. collects your data in order to improve our website. We do this using Google Analytics. This data is collected via your IP address. This data includes information relating to the duration of your visit to the website or the specific web pages that you visit on our site.

### Providing information

- Providing information regarding our products and services
- Sending administrative notices

### Request to contact

If you ask us to contact you via the contact form on the website, then we only request the required data in order to assist you. We use your name, company name and postcode to connect you to the right contact person within our company. Your email address and telephone number will be used to contact you.



## Applying for jobs

- Processing job applications and CVs

### *Handling applications*

We handle any data received in job applications and CVs with care. Data contained in job applications and CVs are solely used to assess the applicant and invite him/her for a job interview, where applicable. Job applications and CVs are deleted from our database as soon as these have been processed.

## Geautomatiseerde besluitvorming

Smit Visual B.V. does not make use of automated data processing to take any decisions on matters that may have (significant) consequences for data subjects as individuals. This relates to decisions taken by computer programs or computer systems without human intervention (such as in the form of a Smit Visual B.V. employee). Smit Visual B.V. uses the following computer programs or computer systems:

- MailChimp
- Exact
- Navision
- Office 365

## Areas in which personal data are used

Smit Visual B.V. will only process personal data within the European Economic Area (EEA), unless processing outside the EEA is required because you, the customer, are based outside the EEA. In these cases, it is necessary in order to be able to perform our agreement that you provide express consent to Smit Visual B.V. to process data (or have the data processed) outside the EEA, but only in the countries outside the EEA in which you are located and the countries outside the EEA where processing is required in connection with transit. You also consent to this by providing your address details as the delivery address.

## How long we store personal data for

Smit Visual B.V. does not store your personal data for any longer than is necessary to achieve the objective for which your data was collected. The (categories of) personal data are subject to the retention periods listed below:

Ordering: according to the fiscal retention obligation of the Netherlands Tax and Customs Administration

Marketing: up to a maximum of 2 years after the last point of contact

Newsletter (specific marketing activity): until the point in time at which you unsubscribe from the newsletter

Providing information: up to a maximum of 2 years after the last point of contact

Job application/CV: deleted immediately after processing

Open job applications: deleted immediately after processing

## Sharing personal data with third parties

Smit Visual B.V. shares your personal data with a number of third parties if this is necessary in connection with the performance of our agreement and to fulfil any statutory obligations. If necessary, we conclude a processing agreement with companies processing your personal data on our behalf, in order to ensure that they guarantee that your personal data will receive the same level of safety and confidentiality. Smit Visual B.V. remains responsible for this data processing. What is more, Smit Visual B.V. will provide your personal data to other third parties if this is deemed necessary in connection with the performance of the agreement.



## Cookies or comparable technologies that we use

Smit Visual B.V. only uses technical and functional cookies as well as analytical cookies that do not infringe your privacy. A cookie is a small text file that is saved on your computer, tablet or smartphone when you first visit our website. The cookies that we use are necessary for the technical operation of the website and to make the site more convenient for you to use. They ensure that the website works as it should and recall your preference settings, to name but one example. We can also use these to optimise our website. You can turn off cookies by setting up your internet browser so that it no longer stores cookies. What is more, you can also delete any information previously stored via the settings on your browser.

## Google Analytics

Smit Visual B.V. uses Google Analytics to keep track of how users use the website and how effective Google Adwords advertisements of Smit Visual B.V. are in the Google search results page. The information obtained as a result of this, including your computer's address (IP address), is transmitted to – and stored by Google – on servers in the United States. Read Google's privacy policy for more information. You can also read the privacy policy of Google Analytics [here](#). Google can distribute this information to third parties if it is legally obliged to do so or if this third party is processing the information on behalf of Google. Smit Visual B.V. does not have any influence on this. Smit Visual B.V. has not given Google consent to use analytics information obtained via Smit Visual B.V. for other Google services.

## Viewing, amending or deleting data

You have the right to view, rectify or delete personal data about yourself. In addition, you are also entitled to withdraw any consent you may have given for the processing of your personal data and to object to the processing of your personal data by Smit Visual B.V. You also have a right of data portability. This means that you can send us a written request to send any personal data about you that we have in our possession in a computer file to you or another organisation of your choice.

You can send a request to view, correct, delete or transfer your (personal) data, a request to withdraw your consent, or an objection to the processing of your personal data to the following email address: [avg@smit-visual.nl](mailto:avg@smit-visual.nl)

In order to be certain that the request has actually been submitted by you, we request that you also send a copy of your proof of identity. When submitting a copy of your proof of identity, please ensure that on the copy itself, your passport photo, the MRZ (machine-readable zone – the strip with numbers at the bottom of your passport), your passport number and your Citizen Service Number (BSN) are covered over in black. We ask this in order to protect your privacy.

We respond to your request as quickly as possible but within no more than four weeks.

In addition, Smit Visual B.V. would like to point out that you are able to submit a complaint to the national supervisory authority, the Dutch DPA [Autoriteit Persoonsgegevens]. You can do this via the following link:

<https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

## How we protect your personal data

Smit Visual B.V. takes protecting your data seriously and takes suitable measures to combat the misuse, loss or accidental disclosure of your personal data or any unauthorised access and unauthorised changes thereto. If you believe that we are not being effective in securing your data or you have observed signs of misuse, please contact our customer services department or email us at [avg@smit-visual.nl](mailto:avg@smit-visual.nl).