

# Privacy Policy

## **Privacy policy, VLM Van Lankveld Mariahout B.V.**

At VLM, we respect your privacy and attach great importance to its protection in accordance with the EU's General Data Protection Regulation (GDPR) 2016/679 27 April 2016. In this privacy policy, we explain why we collect personal data, when this happens, how this information is used, the conditions under which we may share it with others and how we protect it. This privacy policy applies to our activities concerning sales and marketing and the implementation of agreements concluded with customers. The statement also applies to those who apply for jobs at VLM.

## **Who are we?**

VLM Van Lankveld Mariahout B.V. (VLM) supplies and installs Aquados metering pumps and water systems and provides comprehensive water-engineering solutions to a range of sectors. Our company is located at Mariahout, the Netherlands. Our registered address is: Wilhelminastraat 30, 5738 AE Mariahout (Municipality of Laarbeek), the Netherlands. Should you have any questions regarding VLM's data administration, kindly contact Ms E. van Lankveld via email.

Contact details:

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Wilhelminastraat 30

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+31 (0)499 42 79 02

[www.aquados.nl](http://www.aquados.nl)

[elly@aquados.nl](mailto:elly@aquados.nl)

## **When do we collect your personal data?**

- when you use our products
- when you personally communicate with us, in writing, by telephone, via social media or via our websites
- when we collect personal data via other, legitimate sources, e.g., external data collection services, marketing partners, public sources or social networks; we shall use these data solely if you have provided consent to these sources to share your personal data with others
- we have the right to collect personal data if this serves a legitimate interest and the interests of your privacy do not outweigh this interest; before any data are collected, we carry out an analysis to determine whether it is in the mutual interest of yourself and VLM

## **Why do we collect and use personal data?**

We collect and use personal data primarily in connection with the implementation of direct sales and direct marketing and customer service. We also collect data pertaining to suppliers, partners, job applicants and employees of our company.

We have the right to use your data for the following purposes:

- to send you the marketing communication you have requested; this can include information about our products and services, events and about activities and promotional campaigns concerning the products and services of our partners; such communication requires your consent
- to send you information about the products and services you have purchased from us
- to send/deliver to you the products and services you have purchased
- to execute direct-sales activities, provided that a legitimate and mutual interest is involved

- to provide you with information on the nature and location of an event for which you have registered
- to answer a contact form or other webform which you have filled in on one of our websites
- to respond to in-coming requests (customer support, emails, chats or telephone calls)
- to fulfil contractual obligations, e.g., order confirmation, invoicing, reminders and the like
- to notify you of interruptions to our service provision (system reports)
- to contact you in order to gauge your opinion of our products and services
- to process a job application

## **Bases for collecting personal data**

### **Collecting personal data on the basis of consent**

The collection of personal data takes place on the basis of consent from the party concerned, for example via the contact form on our websites. Any personal consent received is always documented and retained in our systems.

### **Collecting personal data on the basis of contracts or our webform**

We utilise personal information in order to fulfil our obligations under the contracts/agreements we have concluded with customers, partners and suppliers. This also includes orders made via the webform.

### **Collecting personal data on the basis of legitimate interest**

We have the right to utilise personal data, provided that it serves a legitimate interest of ours and the interests of the privacy of the parties concerned do not outweigh that legitimate interest of ours. Before doing so, we normally first carry out an analysis in order to determine whether there is a legal basis for data collection, based on a mutual interest on the part of both VLM and the individual in question. This typically concerns sales and marketing objectives. The persons involved are always informed at to their privacy rights and the reasons why the data is being collected.

### **What type of personal data do we collect?**

The personal data that we collect includes: your name, telephone number, position, and email address, as well as the name and contact details of your company. We also have the right to collect feedback, remarks and questions received from you via service-related communication and activities, e.g., meetings, telephone conversations, documents, emails and the contact form on our websites, as well as the right, via our websites, to collect IP addresses and data collected based on users' activities on our sites.

Should you apply for a job with VLM, we shall collect the data you provide during the application procedure, including, in any case, your name, address, telephone number, email address, date of birth, training, expertise and work experience and, where applicable, references and motivation.

VLM collects and/or processes specific categories of personal data, e.g., the standard types of unique-means-of-identification or sensitive personal data.

### **For how long do we retain your personal data?**

We shall retain your personal data for as long as is required for the purpose for which they were collected, whilst at the same time realising that we must be able:

- to answer any questions, you might have with regard to your personal data or, resp., be able to solve difficult problems in their regard,
- to fulfil statutory requirements as set out in the relevant legislation,

- to treat appropriately any complaints or legal claims,
- to protect your personal data.

This means that we shall retain your personal data for a reasonable term subsequent to your most recent interaction with us. When the personal data we have collected are no longer needed, we shall either remove or anonymise them in a secure manner. We have the right to process your data for statistical purposes, but if we so, we shall first anonymise them.

In connection with a job application, VLM does not retain personal data for longer than is strictly necessary for the purpose for which we have collected them. If an application does not lead to employment, we employ a term of retention of one month max. following the end of the application procedure. In some cases, it is useful to retain data longer, e.g., because you will be an appropriate candidate in the future for a different position. In such cases, we will request your prior consent to extend the term of retention to one year max. You have the right to withdraw such consent at any time.

### **Your rights with regard to your personal data**

You have the following rights with regard to your personal data:

- You have the right to request a copy of the personal data which VLM has from you.
- You have the right to request VLM to rectify your personal data if they are incorrect or out of date.
- If you are a customer or the partner of a customer and have registered your user's profile on one of our websites, you have the right to modify your profile.
- You have the right to request the removal of your personal data if VLM no longer needs to retain them.
- You have the right, at any time, to withdraw your consent for the processing of your personal data. Please bear in mind that you might continue to receive administrative communications from VLM, such as order confirmations, system reports and reports concerning activities in your account.
- You have the right to request VLM to provide you with your personal data and, if possible, to pass it on directly (in a transferable format) to another data administrator if the processing is based on consent or an agreement.
- In the event of a dispute in connection with the accuracy of processing of your personal data, you have the right to request us to restrict further processing of your data.
- In the event that the relevant data processing is based on a legitimate interest of ours and/or based on direct marketing, you have the right to lodge a complaint concerning the processing of your personal data.

You can send any questions you might have concerning your privacy rights in respect of data processing to: [info@aquados.nl](mailto:info@aquados.nl).

### **With whom do we share your data?**

We shall never share, sell, lease or trade in your personal data with any third parties without prior consent from you, except in the following instances:

### **External service providers who work on our behalf**

In some cases, we pass your personal data on to, agents, subcontractors or other related organisations, to enable them, on our behalf, to offer services to you.

**Due to a statutory obligation:**

We shall release your personal information in the event of a statutory obligation to do so or if we, as a company, have a reasonable suspicion that release is necessary in order to protect the rights of our company and/or in order to cooperate with judicial/legal proceedings or a court order. We shall however always do our utmost to ensure that your privacy rights remain protected.

**Use of subcontractors (processors and subprocessors):**

We have the right to deploy subcontractors to process personal data on our behalf. We are responsible for ensuring that these subcontractors, who are required to sign a data-processor's agreement, adhere to our privacy policy, as well as to the relevant legislation which covers how they must protect data.

Should a subcontractor process personal data outside EU/EEA territory, their processing must be compliant with the EU privacy framework, EU model contract provisions for data transfer to third countries or another specifically designated basis for the transfer of personal data to a third country.

**Protecting your data**

We take protecting your data seriously and employ appropriate measures to prevent misuse, loss, unauthorised access, undesired publication and unpermitted changes. Should you nevertheless feel that your data are not properly protected or that you have seen indications of misuse, kindly contact our customer service or send an email to [info@aquados.nl](mailto:info@aquados.nl).

Only those VLM personnel who are directly involved with your application will see your personal data.

**Where are your personal data stored?**

Your personal data shall be stored on secure servers of VLM or of a third party. VLM employs servers located in the Netherlands.

**Use of cookies**

Our websites utilise necessary cookies, analytical cookies and social media plugins. You can switch off or delete cookies by means of your browser settings. Cookies are small text files that are installed on your computer and in which information is stored. There are three types of cookie:

- **Necessary cookies**  
These cookies ensure that a website functions properly, e.g., in connection with users' preferences whether to accept or reject cookies. Such cookies are not shared with third parties.
- **Analytical cookies**  
These cookies, for which we employ the application, Google Analytics, enable us to optimise our websites through the analysis of the sites and of their appurtenant statistics. Your identity cannot be deduced in this connection, as your IP address is anonymised. Google will have the right to provide the resulting information to third parties if this is required by law, or insofar as such third parties process the information on its behalf. We have no say in this regard, and we have not given Google our consent to share the information thus obtained. For further information, we refer you to Google's own privacy policy.
- **Social media plugins**  
These are cookies installed by third parties – in our case, Facebook, Twitter and LinkedIn. Social media plugins make it possible directly to share messages on social media sites. We have no

say in how these parties use the information thus obtained. For further information, we refer you to the privacy policies of Facebook, Twitter and LinkedIn.

- The use of cookies and other technologies utilised by third parties is subject to the privacy terms and conditions of such third parties.

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### **YouTube videos**

We have placed a number of videos from YouTube (<https://www.youtube.com>) on our websites which can be directly played on them. Data shall only be exchanged if you play these videos. YouTube will however collect data if you play these videos. We have no say in this regard. For further information, we refer you to the privacy policy of YouTube (Google).

### **Modification of this privacy policy**

VLM reserves the right to modify its privacy policy at any time. The version in effect shall always be available on our websites. We request you regularly to check the policy so that you can be sure that you are comfortable with any changes to it. If we are planning a substantial change to the policy, we shall apprise you of this via email and/or place an announcement about the change on our websites before it comes into effect.

### **Your right to lodge a complaint with an oversight body**

Should you be dissatisfied with how your personal data have been processed, you can initially contact us at [info@aquados.nl](mailto:info@aquados.nl). If you continue to be dissatisfied, you have the right directly to contact the relevant oversight body in your country, to request a decision from it. The Dutch oversight body can be contacted via the following web address: Dutch DPA: [autoriteitpersoonsgegevens.nl](http://autoriteitpersoonsgegevens.nl)