



HOLLAND COLOURS

PRIVACY STATEMENT

1. **Introduction**

- 1.1. This statement describes the processing of personal data of Holland Colours Europe BV and Holland Colours NV (hereinafter collectively referred to as: **Holland Colours**).
- 1.2. Holland Colours develops and manufactures solid and liquid dye and additive concentrates for use in plastic products and coatings.
- 1.3. Holland Colours handles your personal data with care and takes appropriate technical and organisational measures. In doing so, Holland Colours complies with applicable (privacy) legislation, including the General Data Protection Regulation and the Implementation Decree.

2. **Contact Holland Colours**

- 2.1. If you wish to contact Holland Colours as a result of this statement, please use the contact details below.

Email: info@hollandcolours.com
Website: www.hollandcolours.com
Address: Halvemaanweg 1, 7323 RW Apeldoorn
Telephone: +31 (0)55 36 80 700

3. **Personal data**

- 3.1. Depending on the services provided by Holland Colours, Holland Colours may process the following personal data from you:
 - (a) first and last name (contact person);
 - (b) address details;
 - (c) e-mail address;
 - (d) telephone and fax number.
- 3.2. The specific data Holland Colours processes depends on the services Holland Colours provides and the functionalities of the website you use.

4. **Purposes**

- 4.1. We process the above data for the following purposes:
 - (a) conducting sales activities, including at least (i) customer management, (ii) the performance of agreements and (iii) the handling of administrative transactions;
 - (b) marketing, including sending information (whether in the form of brochures) about products and services, newsletters or announcements;
 - (c) handling contact requests (by phone, via the website or social media).



5. **Use of personal data**

5.1. When using our services and website, you may enter personal data and otherwise leave data.

5.2. Your personal data will mainly be processed by Holland Colours to execute the agreement between you and Holland Colours. Holland Colours will also process personal data if it has the right or obligation to do so by law or because Holland Colours has a legitimate interest to do so or if you have given Holland Colours permission for a particular processing operation.

6. **Marketing activities**

6.1. If you are a customer of Holland Colours, we will send you digital marketing information about similar services you have received from us. In relation to these digital direct marketing activities, we invoke the 'legitimate interest' basis. You have the right to object to the processing of your personal data for this purpose at any time. You can also unsubscribe from emails at any time via the link in the email.

6.2. If you are not a customer of Holland Colours, we will ask for your permission to send you marketing information. We also do this for sending you marketing information about services other than those you have received from us. You give this consent online by activating a tick box. You can withdraw consent by unsubscribing to these emails using the link in the email.

7. **Provision of personal data to third parties**

7.1. When necessary for the provision of services, Holland Colours will forward the data you provide to third parties. These are third parties such as, but not limited to, IT companies assisting Holland Colours with the website and storing data, the accountant and the tax authorities or other government agencies to which Holland Colours is obliged to share the information.

7.2. If Holland Colours provides your data to a third party, that third party is obliged not to use your data for purposes other than those for which they were provided. This processing of personal data will, where required by law, be laid down in a processor's agreement.

7.3. Holland Colours will not further provide data to parties other than those referred to above, unless permitted or required by law.

8. **Security and preservation**

8.1. Holland Colours takes appropriate security measures to limit misuse of and unauthorised access to your personal data.

8.2. Holland Colours will not retain your personal data longer than necessary. The specific retention periods depend on the services Holland Colours performs for you. In any event, Holland Colours will not retain your data for longer than seven years after the end of the agreement you have with Holland Colours. If you withdraw your consent, Holland Colours will delete those personal data for which you had granted consent. The above shall not apply if Holland Colours must or may retain your data for longer on the grounds of a statutory obligation.



9. **Third-party websites**

The Holland Colours website may contain references to other websites, such as hyperlinks. Holland Colours is not responsible or liable for the processing of personal data by those websites. This privacy statement does not apply to the use of those third-party websites.

10. **Cookies and profiling**

10.1 Cookies are small text files that are stored on your computer or mobile device when you visit a website. Cookies are used on the Holland Colours website to provide an optimal user experience and to optimise services. This means, for instance, that you do not have to fill in the same information over and over again and that you can navigate through the website more easily. In this context, please refer to our cookie policy.

10.2 For the use of tracking cookies, we ask permission when you use the website. If you do not consent, no tracking cookies will be processed. In addition, we may use analytical cookies to analyse the use of the website and improve the website. For more information regarding these cookies (and any associated processing of personal data), please refer to the privacy policy of the relevant provider.

10.3 You can change whether or not to allow cookies in your browser settings.

11. **Transfer of data to recipients outside the European Economic Area**

11.1 When using service providers and possibly transferring data with your consent to third parties, personal data may be transferred to recipients in countries outside the European Union (EU), Iceland, Liechtenstein and Norway (European Economic Area) and processed there. The following countries are considered by the EU to have an adequate level of protection for the processing of personal data equivalent to EU standards (so-called adequacy decision): Andorra, Argentina, Canada (limited), Faroe Islands, Guernsey, Israel, Isle of Man, Japan, Jersey, New Zealand, Switzerland, South Korea, Uruguay, United Kingdom. With recipients in other countries, we agree on the application of EU model contract clauses, binding corporate arrangements or other permissible mechanisms to create an 'adequate level of protection' according to legal requirements.

11.2 When making an enquiry or contact request via this website, it is in certain cases possible to indicate the country in which you are based. If that is America or Asia, Holland Colours may pass on your personal data to the Holland Colours office in America or Asia and request that office to handle your enquiry or contact request.

12. **Social media**

Social media buttons are included on this website for sharing pages via various social media networks. If you click on these buttons, your personal data will be processed by the relevant social media network. Please read the privacy statements of the relevant parties to see how these networks handle your personal data.

13. **Changes**

Holland Colours may amend this privacy statement from time to time. Changes will be published on our website.



14. **Your rights: accessing and changing data**

You have the right to object to the processing of your personal data. This includes the right to request Holland Colours to inspect, restrict, rectify or erase your personal data. You may also request that your personal data be will transferred to you. After receipt of your request, you will receive a reply within four weeks. You can send such a request to dpo@hollandcolours.com.

15. **Complaints**

Holland Colours would like to hear from you if you have complaints about the processing of your personal data. Under privacy legislation, you also have the right to file a complaint with the Dutch Data Protection Authority.

This Privacy Statement was last revised: April 2023