

# Privacy & Cookie Policy

ENERGY BRANDS COMPANY B.V.  
28/09/2022 | EN

## 1 General

ENERGY BRANDS COMPANY B.V. conducting its business at De Leiteweg 8 in 8020 Ruddervoorde, KBO no. 0790.369.856 and VAT no. BE 0790.369.856 is responsible for the processing of personal data as set out in this privacy statement.

In this document 'us' means ENERGY BRANDS COMPANY B.V. (EBC)

In this document, 'our website' means the website [www.mymaximalt.com](http://www.mymaximalt.com)

In this document, 'user' or 'you' means the person visiting the website, using the website.

## 2 Contact details

ENERGY BRANDS COMPANY B.V.  
De Leiteweg 8  
B-8020 Ruddervoorde  
Belgium  
[info@maximalt.eu](mailto:info@maximalt.eu)

## 3 Data Protection Officer

Can be reached via [info@maximalt.eu](mailto:info@maximalt.eu)

## 4 Security of personal data

Securing and keeping your personal data safe are a priority for EBC. In order to secure your personal data, preventive measures are taken to prevent misuse and/or loss.

Your data will be processed with great care, taking into account the finality, size and processing of this data.

If you are of the opinion that your personal data/data are not sufficiently secured or if you believe that your personal data/data are used unlawfully by EBC or third parties, we ask you to contact our Data Protection Officer immediately (contact details can be found in section 3).

## 5 Personal data that we process

EBC does not process personal data.

## 6 How long we store personal data

EBC does not process personal data, so it is impossible for EBC to store your data.

## 7 Sharing personal data with third parties

EBC will share your personal data with third parties if this is necessary for the execution of the/our agreement and to comply with any legal obligation. We enter into a processing agreement with companies that process your data on our behalf in order to ensure the same level of security and confidentiality of your data. EBC remains responsible for these processing operations.

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

Our website and/or service has no intention of collecting information about website visitors under the age of 16. Unless they have parental or guardian permission. However, we cannot verify whether a visitor is over 16 years of age.

We encourage parents to be involved in their children's online activities in order to prevent the collection of information about children without parental consent. If you are satisfied that we have collected personal data about a minor without such consent, please contact our Data Protection Officer and we will delete this information.

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

The website [www.mymaximalt.com](http://www.mymaximalt.com) does not process personal data.

## 10 Automated decision-making

EBC does not take decisions on the basis of automated processing operations on matters that may have (significant) consequences for individuals. These are decisions taken by computer programs or systems, without any human being (e.g. an employee of EBC) in between.

## 11 Cookies, or similar techniques we use

### 11.1 General

The website [www.mymaximalt.com](http://www.mymaximalt.com) uses cookies that we manage in our own name (own party cookies) as well as cookies managed or placed by third parties (third party cookies).

### 11.2 What are cookies?

Cookies are small text files that are stored in the browser of your computer, tablet or smartphone the first time you visit the website. In this way, certain user information is stored. EBC uses cookies with a purely technical functionality. These ensure that the website properly works and that, for example, your preferred settings are remembered.

When you first visited our website, we already informed you about these cookies and asked permission for them to be placed.

### 11.3 Session cookies

Cookies are subject to an expiration date if they are session cookies. Session cookies contain data that is used within your current browser session (browser session: start up browser program to close browser program). When your browser session is terminated, the information from these session cookies is automatically deleted.

### 11.4 Persistent cookies

Contrary to session cookies, persistent cookies store information about different browser sessions. This data enables the website to recognize you as a returning visitor and to remember your preferences (e.g. preferred language or acceptance of cookies). Contrary to its name, permanent cookies are not permanent. This lifespan is determined by the website.

### 11.5 Cookies as personal data

Because cookies are also considered personal data, please read this Cookie Policy in conjunction with the other sections of this Privacy & Cookie Policy.

The processing of personal data is subject to European Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data, as well as to the Act of 30 July 2018 on the protection of individuals with regard to the processing of personal data.

## 11.6 Distinction in cookies

### **Functional cookies**

The website of EBC mainly uses functional (necessary) cookies in order for the website to function optimally and are technically necessary for the optimal functioning and security of our website. These cookies are placed without permission as they are in the legitimate interest of EBC.

### **Non-functional cookies**

EBC reserves the right to use non-functional cookies that may be placed for statistical or commercial purposes.

You reserve the right to disable non-functional cookies at any time. Disabling these non-functional cookies may result in certain parts of the website not working optimally. Also, certain functions and services cannot be used any further by you as a user.

## 11.7 Overview of cookies on our website

### **Cookie name: viewed\_cookie\_policy**

Type of cookie: functional cookie

Placed by: GDPR Cookie Consent plugin

Maximum retention period: 11 months

Function: The cookie is set by the GDPR Cookie Consent plugin and is used to store whether or not the user has consented to the use of cookies. No personal data is stored.

### **Cookie name: cookielawinfo-checkbox-necessary**

Type of cookie: functional cookie

Placed by: GDPR Cookie Consent plugin

Maximum retention period: 11 months

Function: This cookie is set by GDPR Cookie Consent plugin. The cookies are used to store the user's consent for the cookies in the "Necessary" category.

### **Cookie name: cookielawinfo-checkbox-non-necessary**

Type of cookie: functional cookies

Placed by: GDPR Cookie Consent plugin

Maximum retention period: 11 months

Function: This cookie is set by GDPR Cookie Consent plugin. The cookies are used to store the user's consent for the cookies in the "Not necessary" category.

**Cookie name: SERVERID585**

Type of cookie: functional cookies

Placed by: OVS

Maximum retention period: 0 days

Function: This cookie is used to assign the visitor to a specific server.

**Cookie name: Google Analytics**

Name: `_ga`

Function: This cookie is installed by Google Analytics. The cookie is used to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookies store information anonymously and assign a randomly generated number to identify unique visitors on the website.

Retention period: 2 years

**Cookie name: Google Analytics**

Name: `_gid`

Function: This cookie is installed by Google Analytics. The cookie is used to store information about how visitors use a website and helps create an analytical report on how the website is doing. The data collected, including the number of visitors, the source from which they came, and the pages visited, is in an anonymous form.

Storage time: 1 day

**Cookie name: Google**

Name: `_gat_gtag_UA_158005092_1`

Function: Google uses this cookie to distinguish users

Retention time: 1 minute

This website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States . Google will use this information to track how you use the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. Please note, however, that in this case you may not be able to use all the features of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

For more information, please read the Google Analytics Privacy Policy:  
<https://marketingplatform.google.com/about/analytics/terms/us/>

## 11.8 Checking & deleting cookies

With all browsers there are possibilities to check which cookies are active on a website, which ones you want to allow or block and which ones you want to delete. These possibilities can all be found through the settings of your browser.

Below you can find links to the most popular browsers with explanations on how to delete cookies (please click on the name of your browser and you will be automatically redirected to the relevant help page):

- [Firefox](#)
- [Firefox \(Mobiel\)](#)
- [Chrome](#)
- [Chrome \(Mobiel\)](#)
- [Safari](#)
- [Safari \(Mobiel\)](#)
- [Internet Explorer](#)
- [Microsoft Edge](#)

## 11.9 Withdrawing consent non-functional cookies

If you have given [www.maximalt.eu](http://www.maximalt.eu) permission to use non-functional cookies, you can change this setting at any time. Disabling non-functional cookies may cause certain parts of the site to not function and you as a user may not be able to use them.

## 12 Your right as a visitor to our website

You have the right to view, correct or delete your personal data. In addition, you have the right to withdraw your possible consent to the data processing or to object to the processing of your personal data by EBC and you have the right to data transfer. This means that you can submit a request to us to send the personal data that we hold about you in a computer file to you or another organization named by you.

You may send a request for access, correction, deletion, data transfer of your personal data or a request to withdraw your consent or objection to the processing of your personal data to our company (see point 3 for contact details).

To ensure that the request for access has been made by you, we ask that you enclose a copy of your proof of identity with the request. Make in this copy your passport photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), passport number and Social Security Number black. This is to protect your privacy. We will respond to your request as soon as possible, but within a maximum of four weeks.

EBC would also like to point out that you have the option of submitting a complaint to the national supervisory authority, the Data Protection Authority. You can do so via the following link: <https://www.gegevensbeschermingsautoriteit.be/verzoekklachtindienen>

## 13 How we secure personal data

EBC takes the protection of your data very seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized changes. If you have the impression that your data is not properly secured or there are indications of misuse, please contact our company (see point 3 for contact details).

## 14 Disclaimer

As a visitor to our website, it is your responsibility to consult the Privacy & Cookie Policy of EBC every time you visit the website. Due to the introduction of new legislation, this document may be modified at any time.

If you have noticed any errors or breaches of the GDPR legislation in this Privacy & Cookie Policy, we kindly ask you to contact our Data Protection Officer. He or she will treat/investigate your question/comment with the utmost care and make adjustments if necessary.

-END OF TEXT-

This Privacy & Cookie Policy was drawn up on Wednesday 28 <sup>th</sup> of September 2022.
--