

POPAL

PRIVACY DISCLAIMER

VERSION JUN-2020

Privacy protection is a matter of trust and your trust is important to us. We respect your private and personal life. The protection and the lawful registration, processing and use of your personal data is therefore an important matter for us. In order to ensure that you feel safe when visiting our websites, we strictly adhere to the legal requirements when processing your personal data and would like to inform you here about the collection and use of data by us.

By agreeing to the following data protection declaration, you give your consent to Popal for the collection, processing and use of your personal data in compliance with the privacy protection legislation and the following provisions.

1. Responsible body

The responsible body for the collection, processing and use of your personal data within the meaning of the Data Protection Act is Popal.

If you wish to object to the recording, processing or use of your data by Popal in accordance with the guidelines of these data protection provisions in general or for certain measures, you can send your objection by e-mail, fax or letter to the following contact details:

PMG B.V.
Huub van Doorneweg 2 5151
DT Drunen
service@pmobility.com

2. Registration, processing and use of personal data

2.1 Personal data

Personal data are data regarding business or personal circumstances of a specific or identifiable natural person. This includes, for example, your name, your telephone number, your address, as well as all data that you provide us with during registration and when creating your customer account. This does not include statistical data that we record, for example, when you visit our website and which cannot be directly linked to your person. For example, these are statistics regarding which pages of our shop are particularly popular or how many users visit certain pages of Popal.

2.2 Customer account

We create a password-protected direct access to the customer's file data (customer account) for each customer who registers with us. Here you can view data about your completed, open and recently sent orders as well as manage your address data, bank account and

newsletter. You undertake to treat the personal access data confidentially and not to make them accessible to unauthorised third parties. We cannot accept any liability for passwords used improperly, unless we are responsible for their misuse.

2.3 Recording, processing and use of your personal data

Data protection is of great importance to us. We collect, process and store your data for the entire process of your purchase, including any subsequent guarantees, for our service, technical administration and for our own marketing purposes. Your personal data will only be passed on to third parties or otherwise transmitted if this is required for the purpose of contract processing or settlement or if you have given your prior consent. Within the framework of order processing, for example, the service providers we use here (such as carriers, logistics companies, banks) receive the necessary data for order processing. The data transmitted in this way may only be used by our service providers for the performance of their tasks. Any other use of the information is not permitted and does not take place with any of the service providers working for us.

For your order, we need your concrete name, address and payment details. We need your e-mail address so that we can confirm receipt of your order and communicate with you. We also use it for your identification (customer login). Furthermore, you will receive your order and shipping confirmation via your e-mail address.

Provided that it does not violate any legal safekeeping obligations and you have asserted your right to deletion, the deletion of your personal data will take place if the data is no longer required to achieve the purpose of the storage or if its storage is not permitted for other legal reasons.

2.4 Use of your data for advertising purposes

In addition to processing your data for the purpose of completing your purchase from Popal, we also use your data to communicate with you about your orders, particular products or marketing campaigns and to recommend products or services which may be of interest to you.

Your personal data will only be processed if you have given your consent. You may object at any time to the use of your personal data for advertising purposes, either as a whole or for specific activities, without incurring any transmission costs other than the basic rate. A textual notice to the contact details mentioned in number 1 (e.g. e-mail, fax, letter) is sufficient for this purpose.

2.4.1 Newsletter

For sending the newsletter, we use the so-called Single Opt-In procedure, i.e. we will only send you a newsletter by e-mail if you have explicitly confirmed to us in advance that we should activate the newsletter service.

If you no longer wish to receive the newsletter or no more advertisements from us, you can object at any time without incurring any costs other than the transmission costs according to the basic rates. A textual notice to the contact persons mentioned under number 1 (e.g. e-

mail, fax, letter) is sufficient for this purpose. It goes without saying that an unsubscribe link is included in every newsletter.

2.4.2 Product recommendations by e-mail

As a Popal customer, you may receive product recommendations from us by e-mail in the future. You will receive these product recommendations from us regardless of whether you have subscribed to a newsletter. Our aim is to provide you with information on products from our range which may be of interest to you from your most recent purchases from us. In doing so, we strictly adhere to the legal requirements.

If you no longer wish to receive product recommendations or all advertising messages from us, you may object at any time without incurring any transmission costs other than the basic rate. A textual notice to the contact persons mentioned under number 1 (e.g. e-mail, fax, letter) is sufficient for this purpose. It goes without saying that an unsubscribe link is also included in every e-mail containing product recommendations.

2.4.3 Individual advertising for you

The information we receive from you helps us to continuously improve your purchasing experience and to design it in a customer-friendly and individual way for you. The information sent by you and generated automatically is used to carry out advertising targeted at you and your interests. For this purpose, we use information available to us, such as receipt and reading confirmation of e-mails, information about computers and connection to the Internet, operating system and platform, your order history, service history, date and time of visit to the homepage, products you have viewed.

We use this information exclusively in personal form. By analysing and evaluating this information, we are able to improve our websites and our Internet offer and thereby send you individual advertising. That is, recommending products that could be of interest to you. Our goal is to make our advertising more useful and interesting to you. Therefore, the evaluation and analysis of the data collected under a pseudonym helps us not to send you advertisements indiscriminately. On the contrary, we will send you advertisements such as the newsletter, product recommendations, by e-mail or letter advertisements that are appropriate to your fields of interest. In this regard, we also compare, for example, which of our advertising e-mails you open in order to prevent unnecessary e-mails from being sent to you.

Letter of agreement

I agree to Popal using the data I have provided and other information stored in my customer account as well as personal usage data to present me with personalised advertising and/or special offers and services.

Should you not wish to receive personalised advertisements, you may object at any time, either in general or for specific activities. A textual statement to the contact details mentioned under 1 (e.g. e-mail, fax, letter) will suffice for this purpose.

2.4.4 Competition, market and opinion surveys

In the case of competitions, we use your data to inform you about the prizes you have won and to advertise our offers. Detailed instructions may be found in our terms and conditions of participation for the respective game.

We also use your data for market research and opinion polls. Naturally, we use this data in an anonymised form for statistical purposes and only for Popal. Your survey answers will not be passed on to third parties or published. We do not store the answers from our surveys together with your e-mail address or other personal data.

I agree to Popal processing and using my personal data for its own purposes for market research and opinion polls.

You can object at any time to data processing for the purposes of market research and opinion polls, either in their entirety or for specific activities, without incurring any costs other than the basic transmission charges. A textual communication to the contact details mentioned under number 1 (e.g. e-mail, fax, letter) is sufficient for this purpose. It goes without saying that an unsubscribe link is also included in every survey e-mail.

3. Secure data transfer

Your personal data is transmitted securely by us through encryption. This applies to your order and also to the customer login. We use the SSL (Secure Socket Layer) encryption system for this purpose. However, no one can guarantee absolute protection. However, we secure our website and other systems by means of technical and organisational measures against the loss, destruction, access, modification or distribution of your data by unauthorised persons.