

## Privacy & Cookie Policy

Last updated 28/05/2021

This “Privacy & Cookie Policy” regulates the processing of your personal data by FRIENDSHIP INC, Kalmthoutsesteenweg 28, 2950 Kapellen, CBE-number: 0533.902.054.

Read this Privacy Policy carefully. It contains essential information about how your personal data is processed and which cookies are used. By sharing your personal data on our Website <https://www.thisisfriendship.com/>, by contacting us by e-mail / telephone or by submitting a question / complaint, you declare to have taken note of this Privacy Policy.

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### ARTICLE 1 WHAT DATA DO WE PROCESS ABOUT YOU?

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1. FRIENDSHIP INC processes the following personal data from you in the context of its activities:

- **Cookies** - Each time you surf to our website, we may collect various personal data about you based on cookies and similar technologies, in particular your IP address and surfing behavior. More information about how we use cookies can be found in article 7.
- **Customer data** - If you use our website or request a service, we may collect the following customer information about you: your name, first name, address, e-mail address, telephone number, company name and VAT number and any other data that you voluntarily provide us.

- **Supplier data** - If you are a (potential) supplier, we process the following data: your name, first name, address, e-mail address, telephone number, VAT number and any other data that you voluntarily provide us.
- **Communication data** - If you call us, email us or contact us through social media (e.g.: LinkedIn), we process the following data: your name, first name, e-mail address, telephone number, the name of your company or employer and any other data that you voluntarily provide us.
- **Job application data** - If you apply for a job with us, we process the following data: your name, first name, address, e-mail address, telephone number, cv, cover letter and any other data that you voluntarily provide us.

## ARTICLE 2 WHAT DO WE USE YOUR PERSONAL DATA FOR?

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### 1. General purposes:

We only use your personal data as follows:

- **Cookies** - to maintain and improve our website and to include personal data in statistics, with your explicit, prior consent as a legal basis (except for strictly necessary cookies that do not require consent);
- **Customer data** - to provide the service requested, to contact our customers and to deliver and invoice the services you have ordered and to keep our accounts, based on either the performance of an agreement with you or our legal accounting obligation;
- **Supplier data** - to send you a request for quotation, to place an order, to pay your invoices, to communicate with you and to keep our accounts, based on either the performance of an agreement with you or our legal accounting obligation;
- **Communication data** - to be able to handle your question or request, based on the performance or preparation of an agreement with you if you contact us online or our legitimate interest if you contact us by telephone or our legitimate interest to generate new business in case of contact via LinkedIn;
- **Job application data** - to process your job application based on our legitimate interest in the job application itself and your explicit, prior consent to establish a recruitment reserve;

### 2. Direct marketing:

We also use your personal data for direct marketing, newsletters, promotions, based on our legitimate interest regarding existing customers, the performance of an agreement in case you subscribe to our newsletter or your explicit prior consent in all other cases.

If you no longer wish to receive such communications and would like us to stop processing your personal data for our direct marketing purposes, you can do so at no cost and without having to provide a reason by clicking on the link in each of our direct mailings or by contacting us directly by e-mail or telephone.

### **ARTICLE 3 WHO RECEIVES YOUR PERSONAL DATA?**

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1. In certain circumstances we have to share your data with third parties:
  - government authorities, judicial and police services on the basis of a court order or to comply with other mandatory laws or regulations,
  - financial institutions,
  - insurance companies,
  - 1password.com,
  - BMW Financial Services,
  - BNP Paribas Fortis,
  - Dirk Remy (accountant),
  - DKV,
  - Dropbox,
  - d'leteren (leasing company),
  - Exact Online,
  - Fortuna Financial Group (employment accidents),
  - Google,
  - KBC insurance,
  - Medius insurance,
  - nest.com camera surveillance (Google),
  - SD Worx
  - Sodexo,
  - Teamleader.
2. We may use software tools or partners who store your data outside of Europe. We always ensure that our partners handle your data as securely as we do and that your data is just as safe outside Europe as it is here in Europe. More specifically, with Dropbox, Google and LinkedIn we have concluded the Standard Contractual Clauses made available by the European Commission and we provide individual additional guarantees on top of these Standard Contractual Clauses wherever necessary and possible.
3. If we ever stop or transfer our activities to someone else, for example because we go bankrupt or sell our activities, this can mean that your personal data will be transferred to third parties who will take over our activities in whole or in part. In that case, we will always

inform you in advance as far as possible, but you understand that this is not technically or commercially feasible under all circumstances.

#### **ARTICLE 4    HOW LONG DO WE KEEP YOUR PERSONAL DATA?**

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We keep your personal data as long as this is necessary to achieve the purposes of each processing activity:

- We keep customer and supplier data for a maximum of 5 years after the end of the collaboration. Certain data we are obliged to keep for 7 or 10 years due to the legal accounting obligation;
- We keep communication data for a maximum of 1 year if no collaboration is established and a maximum of 5 years if there is a collaboration;
- We keep job application data as long as the job application procedure runs and for a maximum of 1 year afterwards if you have consented to a recruitment reserve;
- We keep emailings to existing clients for 2 years after the last contact, unless you indicate that you no longer wish to receive such emailings.

#### **ARTICLE 5    YOUR RIGHTS**

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You have the right to access your personal data and the use we make of it free of charge at any time. You have the right to ask us to correct, supplement or delete your personal data. In a number of cases listed in the GDPR, you may also request to restrict the processing of your personal data. You have the right to object to the processing of your personal data if you have serious and legitimate reasons for doing so that go beyond our need to process your data. You also always have the right to object to the use of personal data for direct marketing purposes, even without having to provide a reason. You have the right to request your personal data in digital and readable form and / or to have it transferred to another service provider of your choice. Insofar as our processing is based on your prior consent, you have the right to withdraw that consent.

You can exercise your rights by sending an e-mail to [hello@thisisfriendship.com](mailto:hello@thisisfriendship.com) or by post to Kalmthoutsesteenweg 28, 2950 Kapellen.

You have the right to file a complaint with the Belgian Data Protection Authority (“Gegevensbeschermingsautoriteit”):

Drukpersstraat 35  
1000 Brussels  
Tel: +32 (0) 2 274 48 00  
[contact@apd-gba.be](mailto:contact@apd-gba.be).

If necessary, you can also go to the civil court to claim compensation.



## ARTICLE 6 HOW DO WE PROTECT YOUR PERSONAL DATA?

We have taken appropriate technical and organisational security measures to guarantee the security of your personal data. For example, our server and software tools are protected with a username and password, two factor authentication, access restrictions apply, we apply encryption where possible. Furthermore, we provide training to our staff on data protection, we have internal guidelines on data security and we take appropriate security measures in the form of up to date antivirus and firewall protection.

Under no circumstances FRIENDSHIP INC can be held responsible for any direct or indirect damage resulting from an incorrect or illegal use by a third party of the personal data.

## ARTICLE 7 COOKIES

Our website uses cookies and similar technologies. This helps us to provide you with a better user experience when you visit our website and also allows us to optimize our website. We only place strictly necessary cookies without your prior consent. For all other cookies, we will first ask for your consent.

The cookie list below gives you an overview of the cookies that our website uses.

### Cookie list

A cookie is a small text file with data that a website (when a user visits it) wants to store on your device in order to remember information about you, such as your language preference or login information. These cookies are set by us and are called internal cookies. In addition, we use external cookies, namely cookies from a different domain than where you are located. We use cookies and other tracking technologies for the following purposes:

#### Strictly necessary cookies

These cookies are essential for our website to function properly and are therefore placed without your consent. For example, we use them to set your privacy preferences, logging in, or to protect access to secure parts of our website. We do not collect personal data with these cookies and never pass on the information collected to third parties.

First Party				
Name	Domain	Origin	Function	Retention Period
eupubconsent	www.thisisfriendship.com		This cookie is used by the IAB Europe Transparency & Consent Framework to store the user's consent to the data collection	2914188 days

			Purposes. The cookie holds an encrypted consent string that vendors participating in the framework can read and determine the user's consent.	
OptanonConsent	www.thisisfriendship.com		This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	365 days
<u>OptanonAlertBoxClosed</u>	www.thisisfriendship.com		This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.	365 days

Third Party				
Name	Domain	Origin	Function	Retention Period
__cfduid	cookiepro.com		Cookie associated with sites using CloudFlare, used to speed up page load times. According to CloudFlare it is used to override any security restrictions based on the IP address the visitor is coming from. It does not contain any user identification information.	30 days

__cfuid	change.org		This cookie is used by security provider Cloudflare to mitigate potential abuse.	Session
__cfduid	change.org		This cookie is used by security provider Cloudflare to mitigate potential abuse.	2579 days
__cf_bm	change.org		This cookie is part of Cloudflare's Bot Management service and helps manage incoming traffic that matches criteria associated with bots.	2914 days

## Analytical cookies

These cookies enable us to improve the performance of our website and services. They provide us with information such as the number of visitors to our website, which pages are most popular and help us understand how visitors move around the website. However, we never post them without your consent, but would of course appreciate it if you consented to them.

First Party				
Name	Domain	Origin	Function	Retention Period
_ga	.thisisfriendsh ip.com	Google Analytics	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners.	730 days
_gat	.thisisfriendsh ip.com	Google Analytics	This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes.	1 minute
_gid	.thisisfriendsh ip.com	Google Analytics	This cookie name is associated with Google Universal Analytics.	1 day

			This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited.	
_gat_gtag_xx xxxxxxxxxxxx xxxxxxxxxxxx x	.thisisfriendsh ip.com	Google Analytics	Google Analytics: This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports.	1 minute

Third Party				
Name	Domain	Origin	Function	Retention Period
_ga	giphy.com	Google Analytics	Used to distinguish users by Google Analytics – third-party analytics cookies: google analytics for statistical purposes. Type of data processed: IP addresses. To maximize the privacy of users / visitors, we use the “masking IP” feature, which imposes on the system the darkening of the last 8 digits of the IP address of the user / visitor before any type of processing is performed, making in fact the analyzed Purpose: to collect information, in aggregate form, on the number of users and on how they visit our site, to process statistics.	730 days
_gat	giphy.com	Google Analytics	This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites. It expires after 10 minutes.	1 minute
_gid	giphy.com	Google Analytics	Used to distinguish users by Google Analytics – third-party analytics cookies: google analytics for statistical purposes. Type of data processed: IP addresses. To maximize the privacy of users /	1 day



			visitors, we use the “masking IP” feature, which imposes on the system the darkening of the last 8 digits of the IP address of the user / visitor before any type of processing is performed, making in fact the analyzed Purpose: to collect information, in aggregate form, on the number of users and on how they visit our site, to process statistics.	
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### Functional cookies

These cookies enable our website to offer enhanced functions and personal settings. They can be set by us or by third party providers of services that we have added to our pages. Unfortunately, certain functions of our website will not function properly without your consent.

Third Party				
Name	Domain	Origin	Function	Retention Period
vuid	vimeo.com	Vimeo	This domain is owned by Vimeo. The main business activity is: Video Hosting/Sharing	730 days

### Marketing cookies

Marketing cookies are placed for marketing purposes and are used to track your surfing behavior after you have visited our website and / or to build a profile of your interests and show you customized advertising. These cookies can be placed on our website by us or by third parties. You decide whether you consent to placing such marketing cookies.

Third Party				
Name	Domain	Origin	Function	Retention Period
test_cookie	doubleclick.net	Google	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange	a few seconds
IDE	doubleclick.net	Google	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Google's real time bidding advertising exchange	390 days

CONSENT	youtube.com	Google	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	6129 days
GPS	youtube.com	Google	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	a few seconds
VISITOR_IN FO1_LIVE	youtube.com	Google	This cookie is used as a unique identifier to track viewing of videos	180 days
YSC	youtube.com	Google	YouTube is a Google owned platform for hosting and sharing videos. YouTube collects user data through videos embedded in websites, which is aggregated with profile data from other Google services in order to display targeted advertising to web visitors across a broad range of their own and other websites.	Session

If you notice that other cookies are placed via our website, it is best to let us know as soon as possible, so we can make the necessary adjustments.

We give you as much information as possible about cookies placed by third parties. If you want to know more, we would like to refer you to the privacy statements of these parties on their respective websites. Please note: we have no influence whatsoever on the content of those statements, nor on the content of the cookies of these third parties.

On your first visit to our website you will be asked to accept our cookies. You can manage your choices yourself at any time afterwards.

If you have any further questions or comments about the processing of your personal data, please contact us by sending an e-mail to [hello@thisisfriendship.com](mailto:hello@thisisfriendship.com) or by post to Kalmthoutsesteenweg 28, 2950 Kapellen.

**F R · E N D S H · P**

UNBORING LIFE

You can also find more information about cookies at: <http://www.allaboutcookies.org/>.

More information about online behavioral advertising and online privacy can be found here: <http://www.youronlinechoices.eu/>.