

PRIVACY STATEMENT THE BIRTH BEAR

In this privacy statement, The Birth Bear would like to provide clear and transparent information about how we handle your personal data. You know The Birth Bear as your supplier of memorial bears. The Birth Bear believes that the protection and security of your personal data is essential. Your personal data will therefore be treated and secured with the greatest possible care.

This privacy statement applies to all personal data that The Birth Bear collects during your interactions with The Birth Bear, such as when you visit our website, purchase products, subscribe to newsletters, and so on.

The Birth Bear naturally adheres to the applicable laws and regulations, including the AVG. This means that The Birth Bear in any case:

- processed your personal data in accordance with the purpose for which it was provided, these goals and type of personal data are described in this privacy statement;
- limits processing of your personal data to only those data that are minimally necessary for the purposes for which they are processed;
- asks for your explicit consent if we need it for the processing of your personal data;
- has taken appropriate technical and/or organizational measures to ensure the security of your personal data;
- does not pass on personal data to other parties, unless this is necessary for the implementation of the purposes for which they were provided, with due observance of the provisions of this privacy statement;
- is aware of your rights regarding your personal data, wants to point this out to you and will respect them.

Responsible entity

The Birth Bear is the so-called controller within the meaning of the GDPR. If, after reading our privacy statement, or in a more general sense, you have questions about this or wish to contact us, you can do so via the contact details below:

The Birth Bear
Jan Steenlaan 3
3723 BS Bilthoven

Email: info@birthbear.com

Personal information

Personal data is any information relating to an identified or identifiable natural person. Personal data that we process may include:

- Basic information such as your first and last name, prefix, title;
- Company details such as your company name, address, telephone number(s), e-mail address(es), VAT number, Chamber of Commerce number, bank details (IBAN number/BIC and name of account holder);
- Contact details such as your e-mail address, (postal) address and telephone number(s);
- Information related to the device you use to visit our website, such as an IP address;
- Information regarding your visit to our website;
- Personal information you provide to us for the purpose of an application, such as your full name, date of birth, address, telephone number, nationality, marital status and other personal information included in your application;

- Any other personal data relating to you that you may provide to us or that we may obtain in connection with the purposes and for the reasons set out below.

The Birth Bear processes this personal data because you have provided this data to us. For example, you can provide information when entering into an agreement with us by entering your information on our website. We may also process your personal data from other sources such as the trade register, land registry or by using public sources.

Purpose and basis of the processing

The Birth Bear processes your personal data for the following purposes:

- Entering into and executing agreements for the sale and delivery of souvenir bears;
- Entering into employment contracts with employees and trainees;
- Direct marketing;
- Complying with laws and regulations, such as for accounting purposes;
- To bring The Birth Bear to the attention of potential customers;
- To generate statistics related to the use of the website and/or to analyze and improve the website, for customer satisfaction and/or market research.

In general, The Birth Bear only processes your personal data for the purposes indicated above. When The Birth Bear uses your data for other (closely related) purposes, additional data protection measures are built in if required by law.

We must be able to base the use of your personal data on one of the principles set out in Article 6 of the GDPR. On the basis of this article, we process your data on the following grounds:

- for the execution or conclusion of an agreement;
- for compliance with a legal obligation;
- you consent to the processing; or
- because of a legitimate interest.

The Birth Bear processes personal data for the following purposes, based on the following principles:

<u>Purpose</u>	<u>Basis</u>
Execution of request or agreement	Necessary for the execution of the agreement
Carrying out warranty work	Necessary for the execution of the agreement
Comply with legal (including tax) obligations	Necessary to comply with a legal obligation
Customer satisfaction survey, market research and statistics	Legitimate interest
Carrying out recalls	Necessary to comply with legal obligation
CRM	Consent or legitimate interest
Direct marketing (approaching with offers or other commercial information. You always have the option to unsubscribe from this. All communications indicate how you can do this.)	Consent or legitimate interest

Personal data security

The Birth Bear takes the protection of your personal data very seriously and therefore The Birth Bear has taken appropriate technical and organizational measures, also if necessary with/with third parties with whom it cooperates via a processing agreement, to guarantee an appropriate level of security to protect your personal data. against unauthorized or unlawful processing and against loss, unauthorized access, unwanted disclosure and unauthorized alteration.

If you suspect that your data is not properly secured or that there are indications of misuse, please report this to us as soon as possible, so that we can immediately take the necessary measures.

Retention period personal data

The Birth Bear does not store your personal data for longer than is necessary for the purpose of the processing (Article 5(1)(c) of the GDPR).

Register

As the controller, The Birth Bear keeps a register of the processing activities that take place under the responsibility of The Birth Bear (Article 30 of the GDPR).

Your privacy rights

As a data subject, you have a number of legal rights. Below is a further explanation:

- Right of access. This means that you can request access to the personal data relating to you. Please note that there may be circumstances where we have the right to refuse your request for access to copies of personal data, for example on the basis of legal appeal;
- The right to rectification or correction of your personal data if it is inaccurate or incomplete;
- The right to erasure of the personal data relating to you. Please note that there may be circumstances where we are required to retain your information to comply with our legal and regulatory obligations;
- The right to object to or request restriction of processing. Again, there may be circumstances where we are legally entitled to deny your request;
- The right to data portability. This means that you have the right to receive your personal data in a structured, commonly used and machine-readable format, and you have the right to transmit that data to another responsible person;
- The right to object to profiling;
- The right to lodge a complaint with a supervisory authority;
- The right to withdraw your consent. Again, there may be circumstances where we have the right to continue processing your data, particularly where the processing is required to comply with our legal and regulatory obligations.

You can send your written requests to:

The Birth Bear
Jan Steenlaan 3
3723 BS Bilthoven

Email: info@birthbear.com

Visits to other websites

On the website of The Birth Bear you can find links to other websites. The Birth Bear is not responsible for how those websites handle your personal information. Please read the privacy statement/privacy statement of the site you are visiting.

Share your personal information with others

The Birth Bear may share your personal data with third parties, in accordance with applicable law, if this is necessary for the execution of the purposes described above. This may include, but is not limited to:

- Third party suppliers in connection with the processing of your personal data for the purposes described in this privacy statement;
- Supervisory authorities and other bodies, to comply with legal obligations.

This includes third parties such as companies affiliated with The Birth Bear and third parties engaged by The Birth Bear for (direct) marketing activities, conducting satisfaction and/or market surveys, performing recall campaigns and other services.

The Birth Bear will only share personal information in accordance with this privacy statement. If The Birth Bear believes that your approval is appropriate in the circumstances, The Birth Bear will request your approval before The Birth Bear shares your personal information.

We never pass on personal data to other parties with whom no processing agreement has been concluded. We naturally make the necessary agreements with these parties (processors) to guarantee the security of your personal data.

The Birth Bear will not process personal data or have it processed outside the EEA.

The Birth Bear may in the future sell (part of) its business to another company. Such a transfer of ownership may also involve the transfer of your personal information to the new owner.

Amendments

The Birth Bear reserves the right to make changes to this privacy statement. Therefore, regularly check the privacy statement for the current privacy policy of The Birth Bear.

Contact details

For questions or further explanation about this privacy statement, please contact:

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