

# Privacy and cookie policy

If you visit our website [business4good.eu](https://business4good.eu) or one of our other domains that forward to this website, personal data will be processed from you. Business4Good considers your privacy of great importance.

To respect your privacy as well as possible, we use several standards:

- **Inform:** We want to inform you as good as possible about how and why we process your personal data. We do this through this policy.
- **Limit data:** We try to limit our collection of personal data to what is necessary for the proper functioning of our website and services.
- **Security:** We take appropriate security measures to protect your personal data.
- **Consent:** We ask for explicit consent in cases where your consent is required by law regarding data processing.
- **Rights:** We respect your right to access, correct or delete the personal data we process about you and any other rights you may have under applicable privacy laws.

In this privacy and cookie policy you can read how we put the above into practice.

### **The use of personal data**

When using our websites, you leave certain information with us. That can also be personal data. We collect, store and use the personal data, which are provided directly by you (for example via the contact form on the website) or of which it is clear upon submission that it is provided to us for processing.

We will not use your personal data for purposes other than those for which we obtained it, unless you have given prior permission to do so or whether we are allowed or required to do so by law. Depending on which functionalities or services you use via the website or our services, we can process the following personal data from you:

- Name and address details;
- Telephone number;
- Billing information;
- Payment details;
- Email address;
- Login data;
- Gender;
- IP address;
- [.....]

Your personal data will be used by us for the following purposes, but not limited to these purposes:

- Granting access to the website;
- Offering functionalities via the website;
- Invoicing the purchased services;
- Registering domain names;
- Sending newsletters;
- Improving and evaluating our website and services;
- Answering and handling the questions you have asked;
- Offering targeted advertisements through search engines;
- Offering targeted advertisements through marketing platforms (such as: Facebook, LinkedIn, ...).
- [.....]

## Contact form and emails

If you have any questions about Business4Good or the services offered by us, please contact us. You can contact us by email or by telephone between office hours (except for public holidays and cases of force majeure). Our contact details can be found on the website: [business4good.eu](http://business4good.eu).

If you fill in the contact form on the contact page, or if you send us an e-mail, the data you send us will be kept for as long as the nature of the form or the content of your e-mail requires for the complete answer and handling thereof.

Email processing is possible but not limited to the following parties:

Party	Goal	Establishment	Service
Google	E-mail traffic	US (Privacy Shield)	G Suite
CRM	CRM management	US (Privacy Shield)	Customer Relations
Administration software	Administration	US (Privacy Shield)	Administration
Support software	Support	US (Privacy Shield)	Ticketing system
Email software	Email marketing /Internet marketing	US (Privacy Shield)	Email marketing
Payment provider	Processing payments and sending marketing or non-marketing related emails.	EU / US (Privacy Shield)	Information necessary for making payments as well as advertising or tracking payments by email.

(Note: the above can change.)

## Cookies

Cookies are used on our website. A cookie is a small file that is sent along with the pages of our website and stored in the memory of your device. The information stored in a cookie can be transferred to our own secure servers or those of a third party.

Cookies are used on our website to:

- Enable certain functionalities of the website and to protect the website (technical & functional cookies);
- Analyze the use of the website and on that basis improve / optimize the website and our services (analytical cookies);

- Make the web offer more interesting for you by means of targeted advertisements through various channels (advertising cookies);
- To offer you the opportunity to share the information on our website via various "social media" (social media cookies).

When you first visit our websites, a banner will be displayed stating that if you accept our policies on the website, you are authorizing us to use cookies and plug-ins as described in this privacy and cookie policy.

We have no control over what third parties themselves do with data obtained through the cookies placed. More information about how these parties store the data obtained and what they do with this data can be found in the privacy statement of the parties concerned (note: this can change regularly).

These cookies and plugins may include but are not limited to the following:

Party	Type	Establishment	Service
Google	Analytical cookies	US (Privacy Shield)	Analytics, Tag manager, ...
Google	Advertisement cookies	US (Privacy Shield)	Adwords, remarketing snippets, ...
Facebook	Advertisement cookies	US (Privacy Shield)	Facebook pixel, like & share buttons, page includes, API connections, ...
Mailsoftware	Advertisement cookies	US (Privacy Shield)	Advertisement cookies, plug-in/script for opt-in email newsletter and remarketing/reminders.
Retargeting software	Advertisement cookies	US (Privacy Shield)	Displaying targeted advertisements by means of cookies.
Smartlook	Analytical cookies	US (Privacy Shield)	Smartlook, script for recording website activity (relevant for bug detection and improving the experience), ...
LinkedIn	Advertisement cookies	US (Privacy Shield)	Pixel / Remarketing service, ...
Wordpress	Technical & functional cookies	US (Privacy Shield)	CMS

Party	Type	Establishment	Service
Joomla	Technical & functional cookies	US (Privacy Shield)	CMS
Drupal	Technical & functional cookies	EU	CMS
Other CMS	Technical & functional cookies	EU / US	CMS
Cloudflare	Technical & functional cookies	US (Privacy Shield)	Improvement of web performance and technically relevant identification of a user with emphasis on security.
*	Technical & functional cookies	EU	Technically relevant cookies with regard to (improved) effectiveness/functionality of the website.
*	Social media cookies	EU / US	Cookies that make it possible to share certain parts of the website on social media.
Payment provider	*	EU / US	Cookies that are necessary for making payments as well as advertising or tracking payments via cookies.

(Note: the above can change). The Asterix refers to the regex symbol (\*). It indicates that it is comprehensive / wildcard.

### Enabling and disabling cookies

You can disable the placing of cookies by changing your browser settings. Check your browser manual for exact instructions. Keep in mind that (certain functionalities on) the websites may not work fully if you disable the cookies. The websites or parts thereof may also refuse access to this.

### Deleting cookies

Most cookies have an expiration date. This means that they automatically expire after a certain period and no longer register data from your site visit. You can also choose to manually delete the cookies before the expiry date has passed. For more information, please consult your browser's manual.

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22 October 2020

If you do not wish to share certain cookies, such as targeted advertisements, you can unsubscribe. This can be done by email. Send an email to [hello@business4good.eu](mailto:hello@business4good.eu) for this. Even when you are unsubscribed, you may continue to see ads, but they are not Business4Good-personalized.

### **Websites of third parties**

This privacy and cookie policy do not apply to websites and services of third parties that are connected to our website by means of links or scripts / plug-ins. We cannot guarantee that these third parties handle your personal data in a reliable / secure manner. We recommend that you read the privacy statements of these websites before using these websites.

### **Confidentiality and disclosure to third parties**

We treat your personal data confidentially. We will not provide the personal data that we collect via our website to other parties, unless this is necessary in the context of the execution of the agreement or in cases where we are allowed or required to do so by law.

### **Security**

We take appropriate security measures to limit abuse of and unauthorized access to your personal data. For example, we ensure that only the necessary persons have access to your data and that access to your personal data is protected.

### **Retention period**

We do not store your personal data longer than is necessary for the purposes for which the data was provided or obtained, considering the purposes of the processing and any legal retention periods.

### **Data subjects' rights**

If you have provided us with personal data, you can send us a request to view, change or delete this data. You can address your requests to [hello@business4good.eu](mailto:hello@business4good.eu) or by registered letter to: Business4Good sprl, Clos Chapelle-aux-Champs 30, 7th Floor, 1200 Brussels, Belgium.

To prevent misuse, we will ask you to identify yourself before we send data. When it comes to accessing personal data linked to a cookie, you must send a copy of the relevant cookie. You can find it in the settings of your browser.

### **Changes to privacy and cookie policy**

We reserve the right to adjust this privacy and cookie policy. If a change occurs, a notification will be published on our website. It is therefore recommended to consult this statement regularly so that you are aware of any changes.

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### **Contact**

If you have any questions or comments after reading our privacy and cookie policy, please contact us using the contact details below.

Business4Good sprl

Clos Chapelle-aux-Champs 30, 7<sup>th</sup> Floor

1200 Brussels, Belgium

[hello@business4good.eu](mailto:hello@business4good.eu)

+32(0)2 880.62.89