

## **Privacy policy**

Washtower B.V. is responsible for the processing of personal data as reflected in this privacy statement ([www.washtower.co.uk](http://www.washtower.co.uk)).

### **Contact details:**

Washtower B.V.  
Enschedesestraat 300  
7552 CN HENGEL0  
The Netherlands  
Telephone number: +31 742781637  
E-mail address: [info@washtower.com](mailto:info@washtower.com)

### **The personal data we process:**

Washtower B.V. processes your personal data when you visit our website, use our services and/or when you provide them to us.

Below is an overview of the personal data we process:

- First and last name
- Address
- Telephone number
- E-mail address
- Payment details
- Information about your activities on our website
- Data about your surfing behaviour across different websites (e.g. because this company is part of an advertising network)
- Other personal data that you actively provide, for example in correspondence (e-mail) and by telephone.
- IP address

### **Special and/or sensitive personal data**

Our website and/or service does not collect any special personal data (about e.g. race, health, political views, religious beliefs, etc.) and it is not our intention to collect such data. Nor do we intend to collect data on website visitors who are under 16 years of age, unless they have parental or guardian consent. We encourage parents to be involved in their children's online activities to avoid collecting data about children without parental consent. If you feel that we have collected personal data on a minor without such consent, please contact us using the contact details above. We will then delete the data on the minor.

### **Purpose and basis for processing personal data**

Washtower B.V. processes your personal data on the basis of the following bases and for the following purposes:

- 1: for the performance of the agreement concluded with you, or to take measures prior to the conclusion of an agreement; this includes the processing necessary to:
  - Call or e-mail you if necessary to perform our services.
  - Be able to enter into and perform an agreement with you (including handling payment).

- Respond to your requests and to inform you about our products and services.

2: for the protection of our legitimate interests or those of a third party; this includes in particular the processing required for:

- Analysing your behaviour on the website in order to improve the website and tailor the offer of products and services to your preferences.
- Identifying, in cooperation with other parties, website visitors who may be interested in our services/products in order to show them our advertisements
- Technical and functional management of our website and security, including against cyber attacks

3: pursuant to your consent; this includes processing that is not directly necessary for the preparation or execution of an agreement concluded with you, but is necessary, for example, to answer general questions or exchange information.

4: to comply with a legal obligation incumbent on us; Washtower B.V. also processes personal data if we are legally obliged to do so, such as data required for our tax return.

### **Necessity of disclosure**

The provision of personal data is a necessary condition for concluding an agreement; we cannot provide you with products or services or answer your questions if we do not receive and process personal data from you. As far as website visits are concerned, however, you can do so anonymously, without providing us with personal data.

### **Automated decision-making**

Washtower B.V. does not use "automated decision-making" or "profiling", we therefore do not make any decisions based on automated processing about matters that could (significantly) affect individuals.

### **How long we keep personal data**

Washtower B.V. does not retain your personal data for longer than is strictly necessary to fulfil the purposes for which your data is collected. Insofar as it concerns data that fall under the statutory retention obligation, we keep this data for a maximum period of 7 years. If you indicate that you no longer wish to use our services or wish to have the data removed, we will assess whether this retention period can be shortened and which data we can remove.

### **Sharing personal data with third parties**

Washtower B.V. does not sell your details to third parties and will only provide them if this is necessary for the performance of our agreement with you or to comply with a statutory obligation. However, through (marketing) partners and the use of cookies, advertisements are shown to persons who might be interested in our products or services. For more information, please see our cookie policy.

We have entered into a processing agreement with companies that process your data for our business operations to ensure the same level of security and confidentiality of your data. Washtower B.V. remains responsible for this processing.

### **Links to other websites or social media?**

Our website may contain references or links (e.g. hyperlinks) to third-party websites. In addition, it is possible that we may be referred to on social media. We are not responsible for the processing of personal data done through these websites or social media. This privacy statement does not apply to processing by those third parties.

### **Cookies or similar techniques we use**

A cookie is a small text file that is stored on your computer, tablet or smartphone the first time you visit this website. Washtower B.V. uses functional cookies and analytical cookies that have little or no impact on the privacy of visitors.

We also place personalisation cookies, if you give us permission to do so. For more information, please refer to our cookie policy, which is published on our website.

### **Your rights in relation to your personal data**

You have the right to access, modify or delete your personal data. You also have the right to withdraw your possible consent to data processing, to object to the processing of your personal data by Washtower B.V. or to restrict such processing. In addition, you have the right to data portability. This means that you can submit a request to us to send the personal data we hold on you in a computer file to you or another organisation named by you.

You can contact us via the contact details at the beginning of this privacy statement to request inspection, modification, deletion, data transfer of your personal data, withdrawal of your consent or object to the processing of your personal data.

To ensure that the request for access is made by you, we ask that you send a copy of your proof of identity with the request. Make sure the following parts are not visible in the copy: your passport photo, MRZ (machine readable zone, the strip of numbers at the bottom of the passport) and passport number. This is to protect your privacy. We will respond to your request as soon as possible, but within one month.

### **How we secure personal data**

Washtower B.V. takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised modification. If you have the impression that your data is not properly secured or there are indications of misuse, please contact our customer service via the contact details at the top of this privacy statement

### **Amendments Privacy Statement**

This privacy statement may be amended at such time as the addition of a new functionality on the website results in processing operations other than those described here. Any future changes to the way we have organised the protection of personal data will be published on our website via this Privacy Statement.

To ensure that you are familiar with the changes, we ask you to check the Privacy Statement regularly.

This version of the Privacy Statement has been in force since: 24<sup>th</sup> of October 2022.

### **Creation of pseudonymous user profiles for web analysis purposes**

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 this website is usually transmitted to a Google server in the USA and stored there. In the event that IP anonymisation is activated on this website, however, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

In addition, you can prevent the collection of the data generated by the cookie and related to your use of the website (including your IP address) to Google as well as the processing of this data by Google by downloading and installing the browser plugin available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en-GB>

#### **This data is encrypted:**

- Personal data (address, telephone number, etc.)
- Selected payment method (credit card or account information)
- Order information (product details)

We use technical and organisational measures to secure our website and other systems against loss, destruction, access, alteration or distribution of your data by unauthorised persons. You should always keep your payment information confidential and close the browser window when you have finished communicating with us, especially if you share the computer

#### **Contact person for data protection**

You have the right to free information, correction, blocking or deletion of your stored data at any time. Please contact the office responsible for data collection: Washtower B.V., Enschedesestraat 300, 7552 CN Hengelo, The Netherlands, Phone: +31850484029 or e-mail [info@washtower.com](mailto:info@washtower.com)

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