

PRIVACY STATEMENT

This page contains the privacy statement of Happy Colors B.V. (also referred to as: the “Controller”). The Controller has its registered office and principal place of business at (5316 BA) Delwijnen at Delwijnestraat 13c and is registered with the Chamber of Commerce under Ch. of Comm. number 50019465.

Happy Colors B.V. considers the careful processing and security of personal data to be important. When processing personal data, we comply with the requirements of the General Data Protection Regulation (*Algemene Verordening Gegevensbescherming*). In this privacy statement we explain which personal data we collect and use and for what purpose. We also inform you how you can make adjustments.

Personal data

Personal data means all information relating to the personal or material circumstances of an identified or identifiable individual (also referred to as: the “Data Subject”). This includes data such as your name, address, telephone number and e-mail address. You are not obliged to disclose personal data in order to use our website. In certain cases we need your name, address and other data so that we can provide you with the desired services. This concerns, for example, the use of contact forms or the download registration of software.

Processing of personal data

We process and use the following data:

- all personal data that you provide to Happy Colors B.V., for example, when sending an (e-mail) message to Happy Colors B.V., when concluding an agreement or when completing a (web) form. This concerns data such as name and address details, telephone number(s) and e-mail address.
- if you use our services, we will normally only collect the personal data that we need in order to provide the relevant service. When entering into an agreement, you will be asked for your name, e-mail address, telephone number and payment details. If we ask you for further data, this information only needs to be provided on a voluntary basis;
- cookies are stored when visiting our website. Cookies are small text files that can be used by websites to make the user experience more efficient. According to the law, we may store cookies on your device if they are strictly necessary for the use of the website. We require your permission for placing all other types of cookies;
- if you visit our website, we may collect personal information from you. This concerns the names of the pages visited, the browser used and the operating system, the duration of your visit, the date and time of access, search engines used, names of downloaded files and their IP addresses;
- In e-mails we send you, data is stored that tells us whether you have received the e-mail, opened it and which links you may have clicked on.

Special and/or sensitive personal data that we process

It is not the intention of our website and/or services to collect data about website visitors who are under 16 years of age, unless they have permission from their parents or guardian. We cannot, however, check if a visitor is older than 16 years of age. We encourage parents to be involved in the online activities of their children, in order to prevent data about children being collected without parental consent. If you believe that we have collected personal data about a minor without parental permission, please contact us via info@happycolorsbv.nl and we will delete this data.

Purposes of the processing

We process personal data for various purposes (and insofar as permitted by law), such as:

- to execute the agreement that you have concluded with us;
- to send you news and service-oriented information intended to inform, interest and involve our customers (marketing purposes). It is always possible to unsubscribe yourself if you do not wish to receive this information;

- to offer you products and/or services from Happy Colors B.V. (marketing purposes). It is always possible to unsubscribe if you do not wish to receive this information;
- for analytical purposes, including for the improvement of our services.

Storage of personal data

We do not store your personal data for longer than is necessary to achieve the purposes for which your data is collected. This applies unless this is in conflict with a legal retention period, technical or organisational requirements or other legal obligations.

Provision of personal data to third parties

The data collected by us are necessary to achieve the purposes described above. Only if the provision of data to third parties (the "Processors") is necessary for carrying out the purposes referred to above (for example, in connection with the provision of a service with regard to products and/or services we supply to you), do we make your data available to these third parties. Such as, for example, where a company provides hosting for our website. These Processors act under our responsibility. The information is not passed on to other organisations for commercial purposes. The data are only processed within the European Economic Area (EEA).

Security of personal data

We exercise extreme care when processing your data. Happy Colors B.V. continually takes measures to protect your data against loss or any form of unlawful processing. Happy Colors B.V. takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized modification. Our website is secured by an SSL certificate. All our employees and all third parties involved in the data processing are obliged to comply with the General Data Protection Regulation (GDPR) and to guarantee the confidentiality of the processing of personal data.

If we transfer your data or receive your data via our website, we always use encryption technologies that are recognized as accepted standards within the IT sector. If we receive or transfer certain critical information, such as financial information or health information, we use a secure server. We have implemented the necessary security measures to prevent the loss, unauthorized use or modification of information that we receive on our site.

Right to access, modify or delete personal data

You can receive information at any time about the data we have stored about you, about its origin and who receives it and about the purpose of the data processing. You also have a legal right to rectify, block and delete your personal data. You can submit a request to access, modify or delete your data to us by sending an e-mail to info@happycolorsbv.nl. We will respond to your request as soon as possible, but within twenty (20) working days. Moreover, you can withdraw your consent to the collection and storage of your personal data at any time by sending us an e-mail.

If you have the impression that your data is not secure or there are indications of misuse, please contact us at info@happycolorsbv.nl or telephone +31 (0) 622234743. In addition, you are entitled to file a complaint with the national supervisory authority, the Dutch Data Protection Authority.

Disclaimer for the content of linked external websites

This privacy statement does not extend to the use of external links that may be included on our website. When we include links, we try to ensure that they also comply with our data protection and security standards. However, we do not monitor compliance with data protection and security provisions by other website providers. We refer you to the websites of the relevant providers for information about their privacy policy.

What are cookies?

A cookie is a small text file that is sent to your computer when you visit a website. Cookies collect information that is necessary for the proper functioning of our website. With the help of cookies, Happy Colors B.V. ensures, among other things, that you do not receive or have to enter the same information repeatedly during a visit, for example, remembering your login details and language preferences. We make browsing our website easier for you and may use cookies to send you customised offers. You can accept or reject the cookies. If you have accepted the cookies, you can disable them later via the settings of your browser. Any internet user can set their computer in such a way that cookies are not accepted. If you choose this, you may experience problems while browsing our website. If you do not want to receive any cookies, you can consult the help file of your internet

browser for instructions on how to block all cookies or how to ensure that you receive a warning before a cookie is stored. We use the following cookies:

- **Functional cookies:** Through our website necessary cookies are placed for the proper functioning of the website.
- **Statistical cookies:** We use Google Analytics to collect and report data in order to record how visitors use our website.
- **Marketing cookies:** These cookies allow online advertising campaigns to be customised based on the interest you have shown. Google may pass on this information to third parties if it is legally obliged to do so or if third parties process the information on behalf of Google. In our processor agreement with Google, we have not given permission for Google to voluntarily share data about your online behaviour to third parties. The information is transferred to Google and stored by it on servers in the United States. The consequences of this are further described in the privacy policy of Google.
- **Preference cookies:** These cookies ensure that a website can remember information that affects the behaviour and design of the website, such as your language preference or the region where you live.

Contact details

Happy Colors B.V.

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E: info@happycolorsbv.nl

Changes to this privacy statement

We reserve the right to change this privacy statement. Changes will be published on this web page.

This privacy statement was amended on 15 May 2018.