

Privacy Policy – Visitors of Our Website

At ADDAPT Chemicals BV We understand that your privacy is important to you and therefore We handle your Personal Data with great care. We respect the privacy of everyone that who visits Our website, www.addapt-chem.com (“Our Site”) and We only collect and use Personal Data in a way that is consistent with Our obligations and allowed according to the General Data Protection Regulation (GDPR).

This policy explains which data is used and how it will be treated by Us. Please read this policy carefully.

1. Our contact details and information

Our Site is owned and operated by ADDAPT Chemicals BV, registered in The Netherlands under Chamber of Commerce number 17152602 (Company address: Speltdijk 1, 5704 RJ Helmond, The Netherlands).

For questions regarding this Privacy Policy and data protection, you can contact Us by email at communication@addapt-chem.com or by telephone on +31 (0)492 597575.

2. About this Privacy Policy

This Privacy Policy applies solely to information collected by Our Site. It will notify you of the following:

1. What Personal Data do We collect?
2. How do We use your data?
3. How and where do We store your Personal Data?
4. How long do We retain your Personal Data?
5. Do We share your Personal Data?
6. What are your rights?
7. How to access and control your Personal Data?
8. Use of Cookies?
9. Changes to Our Privacy Policy.

3. What Personal Data do We collect?

The Personal Data We collect depends on how you use Our Site. We may collect the following Personal and non-Personal Data:

- Name (only when you fill in your details on Our Site);
- Business/company name (only when you fill in your details on Our Site);
- Contact information such as email addresses (only when you fill in your details on Our Site);
- Demographic information such as, preferences and interests;
- IP address;
- Web browser type and version;

- Operating system;
- Your activity on Our Site, and the site you exit to;
- Services of interest.

4. How do We use your data?

Your Personal Data is processed and stored in a secured way, for no longer than is necessary in light of the reason(s) for which it was first collected.

Our use of your Personal Data will always have a lawful basis, either because it is necessary to carry out a contract/agreement with you, because you have consented to the use of your Personal Data (e.g. by subscribing to emails) or because it is in Our legitimate interests.

Specifically, We may use your Personal Data for the following purposes:

- Providing and managing your account;
- Analyzing your use of Our Site in order to continually improve and tailor your experience on Our Site.
- Supplying Our services to you (please note that We require your Personal Data in order to enter into a contract with you);
- Personalizing and tailoring Our services for you;
- Replying to emails from you;
- Supplying you with emails that you have opted into. You may unsubscribe or opt-out at all times by using the unsubscribe link at the bottom of the subscribed email or by contacting Us (see the details in section 1).
- With your permission and/or where permitted by law, We may also use your Personal Data for marketing purposes which may include contacting you by email and/or telephone and/or post with information, news and offers on Our services. We will not, however, send you any unsolicited marketing or spam;
- And for other legitimate business purposes.

5. How and where do We store your Personal Data?

Your Personal Data will be stored in The Netherlands, at ADDAPT Chemicals BV. To protect your Personal Data We have taken the necessary measures to secure your Personal Data collected through Our Site.

- Personal Data is stored on a secured CRM system which can only be accessed by Our Team.
- Personal Data used to provide email marketing communication is stored directly on MailChimp and on Analytics and anonymized. These accounts can only be accessed by Our Team.
- Login details and passwords that are required to access above mentioned systems are stored in a secured data file on the company server. Our Team members only have access to the passwords they require and any shared passwords are hidden from view with exception of the Managing Director.

6. How long do We retain your Personal Data?

We store your Personal Data no longer than is necessary in light of the reason(s) for which it was first collected. Personal Data will therefore be stored for the following periods (or its retention will be determined on the following bases):

- For the period We provide services to you unless required for other legal obligations;
- For the period We are dealing with your enquiry unless you consent for us to maintain your Personal Data for future purposes;
- For the period analytics is tracked on our site.

7. Do We share your Personal Data?

Our Site contains links to other sites. Please be aware that We are not responsible for the content or privacy practices of such other sites. We encourage you to be aware that when you leave Our Site, you carefully read the privacy statements on the other site(s) that collects Personal Data.

- We may share your Personal Data with third parties to supply services to you on our behalf. This may include search engine facilities, advertising and marketing. In case your Personal Data is required for such a purpose, We will take all reasonable steps to ensure that your Personal Data will be handled safely, securely and in accordance with your rights, Our obligations and the obligations of the third party under the law;
- We may collect statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales and other information. All data will be anonymized and will not include any personally identifying data;
- In certain circumstances, We may be legally required to share certain data held by Us, which may include your Personal Data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order or a governmental authority;
- We will not share or sell your Personal Data with anyone other than the in circumstances pointed above.

8. What are your rights?

As a visitor of Our Site, you have the following rights regarding the storage of your Personal Data (in accordance with the General Data Protection Regulation (GDPR)):

- The right to be informed about the collection and storage of your Personal Data;
- The right to access the Personal Data We hold on you (see section 9).
- The right to rectify the Personal Data We hold on you in case of inaccuracy or incompleteness (contact Us using the details in section 1);
- The right to 'be forgotten' (i.e. to ask to delete any Personal Data we hold on you);
- The right to request the restriction to use your Personal Data;

- The right to data portability (to obtain and reuse your Personal Data for your own purposes across different services);
- The right to object to Us using your Personal Data for particular purposes;
- Rights related to automated decision making and profiling.

9. How to access and control your Personal Data?

You have the right to ask for a copy of any of your Personal Data held by Us. Under the Data Protection Act 1998 we will provide all information in response to your request without paying an application fee.

10. Use of Cookies

Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your user experience of Our Site and to provide and improve Our services. When visiting Our Site, We will always ask for your consent to place these first party Cookies. In addition, Our Site uses analytics services provided by Google, which also use Cookies. Website analytics refers to a set of tools used to collect and analyze usage statistics, enabling Us to better understand how people use Our Site.

11. Changes to Our Privacy Policy

This Privacy Policy is subject to change. Adjustments to this policy will immediately be posted on Our Site. Please make sure you check our Privacy Policy regularly.

Definitions

In this Policy the following terms shall have the following meanings:

“We/Us/Our”	ADDAPT Chemicals BV
“Our Site”	www.addapt-chem.com
“Our Team”	Anyone who is employed at ADAPT Chemicals BV
“Personal Data”	Data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case it means Personal Data that you give to Us via Our Site.