

This Privacy Policy describes the processing of personal data provided, or collected, on the E4LG.com website where this privacy policy is posted, whether or not you are registered on the E4LG.com website. This Privacy Policy tells you also how we use your personal data collected for marketing purposes (and in addition to any privacy notice provided in that occasion) or in occasion of events.

Please read it carefully.

The E4LG.com website is owned and managed by E4LG.

As E4LG, we recognize the importance of protecting the personal data of our customers (e.g. identification data, etc.) and the information of the users of our E4LG.com website. For this reason, E4LG adopts specific policies and security measures to comply with applicable data protection laws and to protect your personal data.

General information

Definitions

The term “personal data” is to be intended in the sense defined under the Directive 95/46/EC concerning the protection of personal data and it means any information that relates to you and that could be used, either directly or indirectly, to identify you.

In this Privacy Policy, “we”, “us” and “our” refer to E4LG.com, subject to the management and coordination of E4LG, a Belgian company with a registered office at Rubenslei 2, 2018 Antwerp, Belgium, business register number and tax code BE0464409373.

E4LG will collect your information for the purposes described below and/or managing any privileged direct contacts with you. “You” and “your” refer to a specific user of the E4LG.com website, whether registered or not.

Controller

Unless otherwise specified in this Privacy Policy, the owner and the controller of the processing of personal data described in this Privacy Policy, for the purposes set out under the European Union legislation on data protection is E4LG.

Consent

By using the E4LG.com website, uploading or providing any personal data to the E4LG.com website, other than for career purposes, you accept and agree to be bound by the terms and conditions set out in this Privacy Policy and in the Cookie Policy, and you consent to E4LG disclosing any personal data, including any secrets, in accordance with the terms and conditions set out in this Privacy Policy and in the Cookies Policy, except for those processing for which we ask your active consent pursuant to the applicable laws. Indeed, you may be offered the choice to release your specific active consent(s) for processing operations when so required by applicable laws, e.g. we may wish to analyse your interaction with us online, or also under specific circumstances (e.g. E4LG events), for tailored services and marketing purposes. In those events you will be free to consent to that specific processing

operations and, if you click on the relevant available tick box, you agree to the collection, storing, transmission, disclosure and use of your personal data for that specific purpose as set out in this Privacy Policy or Cookies Policy.

Sharing of Your Personal Data

Without prejudice to other information about possible sharing of your personal data as set out in other sections of this Privacy Policy,

We may use vendors, affiliates or other companies within E4LG to provide you the specific services available on the E4LG.com website depending on the services that you use; they will process your personal data as our processors based on contractual obligation to comply with our instructions to protect your data;

We may share your personal data to E4LG, and other companies within E4LG, for them to centrally retain and host personal data as data controllers;

We may share your details in connection with a substantial corporate transaction, such as a merger, consolidation, asset sale, or in the unlikely event of bankruptcy. Where required by applicable law, a notice informing you of any such business transfer will be sent to you if you have previously provided us with your contact information;

We may also disclose information about our users, including contact information, where we have a legal duty to do so, including in response to court orders or legal process, and to comply with other legal obligations imposed on us;

We may disclose information to protect and defend the legal rights, interests, and safety of the E4LG.com website and/or E4LG to protect the safety and security of users of the E4LG.com website.

External Links to Other Sites

This Privacy Policy only covers the E4LG.com website that we own and control. It does not cover links from our E4LG.com website to other third party websites and accordingly any information collected by third party websites or their use of cookies. E4LG is not responsible for how other organisations collect, use, disclose, or secure the information that you provide them when you access third party websites: we strongly recommend that you refer to the specific privacy policy and cookies policy of the third party website as these may differ from our own and to contact the relevant organisation if you have concern regarding the way your personal information will be used on other websites.

Security

E4LG is committed to protecting your personal data. We have implemented physical, technical and organizational security measures to help protect your personal data from misuse, loss and unauthorized alteration. However, despite our best efforts to protect your personal data, including reviewing our security procedures against new technology, please be aware that no security measures (including security related to the Internet data transmission or storage) can be guaranteed to be infallible from access by unintended recipients. We want you to feel confident using our E4LG.com website but we cannot ensure or warrant the security of any information you transmit to us. By submitting your personal data, you accept it and will not hold us responsible for any breach of security unless this is due to our negligence.

Retention

We will retain your personal data only for the period of time necessary to fulfil the specific purposes for which the data were collected or further processed, if for compatible purposes.

Changes to the Privacy Policy

We may occasionally change this Privacy Policy, also to comply with new requirements imposed by the applicable laws or technical requirements. We will post the updated policy on our E4LG.com website; we may also notice you in case of product changes and obtain your consent, where required by applicable law. You are thus encouraged to periodically review this page.

The paragraphs below will provide you with more detailed information about each of our main processing of personal data, being this intended to supplement the information contained in this General Information section.

Navigation on the E4LG.com website

This section clarifies what information we may collect when you simply browse the E4LG.com website, without being logged on the E4LG.com website, and how we process such information.

Unless otherwise provided on the E4LG.com website by means of specific actions required to you to comply with local laws, by accessing and using this E4LG.com website, you consent to this section of this Privacy Policy.

We do not collect or process personal identification data to ensure your navigation on the E4LG.com website.

The E4LG staff in force to the Digital department at E4LG or any other entity of the E4LG Company engaged to carry out specific operations on the E4LG.com website – e.g. development of the online channel, statistical purposes – may process the information collected during your navigation on the E4LG.com website and/or provided by you when using the E4LG.com website and its services.

Cookies

This E4LG.com website uses cookies. “Cookies” are small text files that are placed on your computer or mobile device by the E4LG.com website and automatically collect some information that you do not provide directly.

We use them in order to make the E4LG.com website work, or work more efficiently and be more user friendly, to obtain data for statistical purposes on the use of the E4LG.com website (e.g. to find out what pages are visited and how often). If you use our E4LG.com website, whether as a registered user or not, we may use cookies also to enhance your experience on the E4LG.com website and to provide certain services that require the identification of the user path through the navigation pages.

For more information about our use of Cookies, pixel tags, flash cookies, and similar technologies please read our [Cookie Policy](#).

Contacts & communication services

This section clarifies what information we may collect when you contact us and/or when you receive our commercial communications, and how we process such information.

User's information

We may receive your personal information (mainly, contact details and identification data, or information strictly related to your request) when you contact us for specific requests related to the E4LG.com website, including technical assistance on navigation problems and the use of the online products. In this case, your personal data will be used by our staff at the E4LG department that is relevant to your request (especially the E-commerce and information system departments) exclusively to manage your request and may be disclosed to our service providers, if necessary to manage your request and depending on its subject.

We may contact you for the above purposes by email or other means as appropriate.

Our Communication Services

Source of Personal Data

When you subscribe for an account on the E4LG.com website, you'll be able to receive announcements and communications by e-mail.

Please ensure that your data is accurate and, in case of any change, to the personal data that you have passed us, please amend your information online to keep your personal data updated.

How We Use Personal Data

Your personal data will be stored and used, primarily through automated processing, to keep you informed by e-mail about us and our products, services, promotions, as well as charity and cultural initiatives and/or social events organized or sponsored by E4LG.

How We Share Personal Data

Your personal data will be processed by our authorized staff, mainly in the marketing, relational marketing, information system and security departments. This may include persons within E4LG or any E4LG affiliates engaged to operate with these marketing communications.

We will not pass your personal data to third parties for direct marketing purposes or selling your information. However, we may need to share your contact and identification details within the E4LG Company and with our service providers (e.g. technical service providers) acting as our data processors, or with other third parties (e.g. partners of initiatives and/or events sponsored by E4LG, and their technical service providers, such as organisations providing mailing services) if so required to enable you receiving our communications as set out in this section.

How You Can Opt-Out From Receiving Our Communications

At any time, you can opt-out from all future communications from us by un-clicking the check-box from any of our email communications.

Relational marketing activities

This section clarifies what information we may collect, and how we process such information, when you register for an account and agree that we use your account details for our analysis for marketing services and communications purposes.

It is of primary interest for E4LG to constantly improve the service provided by its staff online and anticipate your needs and expectations on our products and services in a way which is increasingly tailored and efficient. This goal changes constantly depending on the needs and expectations of the market and the different types of E4LG customers. Thus it is important for E4LG to find out more about its customers, by analysing data related to their preferences for certain categories of products (either purchased or of interest), the frequency of your visits at our website and/or your requests concerning the purchased items.

Contact us - exercise your rights

The legislation protects your rights: you are entitled to ask us if we hold your data, what details of yours we hold, where we have collected them, how and why we hold or process them, to whom we have disclosed or may disclose them and details of the controller and/or of its processors.

If you are able to establish that your data is not accurate, complete and up-to-date, E4LG must take reasonable steps to correct the data. You are also entitled to ask us to delete, anonymize or block the processing of your data in case of unlawful processing and, under certain legitimate circumstances (e.g. for relational marketing activities), you can also ask to stop processing your data, including opting, free of charge, from any of our targeting activities if you ever opted-in.

If you have subscribed or opted-in to receive our marketing communications you can opt-out at any time, free of charge by un-clicking the email check-box in 'My Account'.

If you have questions, comments, complains or request regarding this Privacy Policy or our privacy practices or you wish to exercise any of your rights you can contact:

The Customer Relations Department at E4LG, Rubenslei 2, 2018 Antwerp, Belgium by e-mail at gunter@e4lg.com.