

## **Privacy Policy**

By visiting this Website, you agree to this “privacy statement”.

This Privacy Statement sets out how Boomers NV/SA uses and protects any information that you give to us. We respect your privacy and are committed to protecting your personal information. This Privacy Statement explains how we collect, transfer, process, use and disclose your data and sets out our security practices.

By providing us with your personal information, you agree and consent to its transfer, processing, use and disclosure as outlined in this Privacy Statement. Your personal data are processed by Boomers SA/NV, with registered office at Antwerpsesteenweg 124, 2630 Aartselaar, incorporated under Belgian law. The company is registered in the register of legal entities (“registre des personnes morales/rechtspersonenregister”) of Antwerp under number BE 0715.808.332 (hereafter: “Boomers”)

### **What data do we collect?**

We collect personally identifiable information (hereinafter: “PII”) that you provide to us, which is information that identifies you as an individual. We only do this when you have agreed to our request for that information. This PII may include your:

- First and last name
- (office) address
- telephone number
- e-mail address
- company or employer’s name

### **How we use your information?**

By providing your PII, you agree that, where it is permitted by local law or where you have agreed to receiving these communications from us, we may use the information:

- To respond to your request
- To improve our level of service
- To improve the content of our communications
- For our own administrative and quality assurance purposes
- For other purposes that may be detailed on the Website

## **Security of your PII**

Boomers will take appropriate legal, organizational, and technical measures to protect your PII consistent with applicable privacy and data security laws. We use a variety of security technologies and procedures to help protect your PII from unauthorized access, use or disclosure. Unfortunately, the transmission of information via the Internet or a mobile phone network connection is not completely secure. Although we will do our best to protect your PII, we cannot guarantee the security of the PII you transmit to us: any transmission is at your own risk. While we cannot guarantee that loss, misuse or alteration to data will not occur, once we have received your information, we will employ appropriate technical security measures to prevent such unfortunate occurrences.

## **Sharing PII with third parties**

Unless otherwise specified on the Website, we will not sell or rent PII to other third parties, except that your PII may be transferred to a third party in the event that the business of this Website or a part of it and the customer data connected with it is sold, assigned or transferred. Sometimes we use selected third parties to provide support services in connection with this Website or in the normal course of business. These parties may, from time to time, have access to your information to enable them to provide those services to us. We require all companies providing such support services to meet the same standards of data protection as our own. They are prohibited from using the information for their own purposes. In particular, we do not allow service providers to use your PII for their own marketing activities.

## **Disclosing your PII to others**

Boomers reserves the right to disclose your PII for reporting to government authorities, to parties in relevant legal proceedings as authorized by the presiding court or tribunal and otherwise to the extent required or explicitly authorized by applicable law. In certain special cases where permitted by local law, we may disclose your PII:

- when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to you or otherwise injuring or interfering with Boomers' rights, property or operations, other users of this website or mobile application or anyone else who could be harmed by such activities
- when we believe the law requires it, or in response to any demand by law enforcement authorities in connection with a criminal investigation, or civil or administrative authorities in connection with a pending civil case or administrative investigation
- in connection with a substantial corporate transaction, such as the sale of a product line or division, a merger, consolidation, asset sale or in the unlikely event of bankruptcy.

PII collected may be transferred to, stored and processed in your country of residence or any other country in which A (including its affiliates), subcontractors or agents maintain facilities, including the United States and countries outside the European Economic Area (EEA). This means that your information may be processed in countries with lower data protection standards than your country

of residence. By participating in the survey, you consent to any transfer, processing or storing of information outside of your country of residence and outside the EEA. We will ensure that if information is transferred outside your country of residence, it will still be treated in accordance with this Privacy Statement.

### **Access to your PII**

We will retain your information only for the period necessary to fulfil the purposes outlined in this Privacy Statement unless at [info@boomers.boutique](mailto:info@boomers.boutique) the updating, correcting or removal of PII that you have provided to us at any time using the contact information provided at the end of this Privacy Statement. These rights may be exercised and more information can be requested by contacting us through [info@boomers.boutique](mailto:info@boomers.boutique) or by mail on the following address: Boomers SA/ NV, Attn. to the Webmaster, Antwerpsesteenweg 124, 2630 Aartselaar, Belgium.

### **Liability**

Neither Boomers nor any of its directors, employees or representatives shall be liable for any damages arising out of or in connection with this Website and/or its results, inputs, outputs. This is a comprehensive limitation of liability that applies to all damages of any kind, including, but not limited to compensatory, direct, indirect or consequential damage to property and claims of third parties.