

## **Privacy Notice**

Your privacy is important for us.

All personal data that we obtain from you when visiting our website and in the context of our interactions with you as (a contact person of) a customer will be processed in accordance with applicable data protection legislation, in particular the General Data Protection Regulation 2016/679 of 27 April 2016 ("GDPR").

This privacy notice explains why and how we collect your personal data, the measures we take to protect your data and how long we retain your data.

The GDPR also grants you certain rights as a data subject.

### **1. Identity and contact details**

The data controller for your personal data is the following legal entity:

Coffeerush BV.

Dageraadplaats 13 bus 2, 2018 Antwerp

2018 Antwerp

BTW: BE0749.844.840

If you have questions regarding the processing of your personal data, you can always contact us by email to ue [info@rushrush.be](mailto:info@rushrush.be) or true letter at: Dageraadplaats 13 bus 2, 2018 Antwerp.

### **2. Purposes**

We collect personal data from you as (a contact person of) a customer in order to provide you with our products and services.

### 3. Legal basis

We mainly collect your personal data because it is necessary to enter into a sales contract and for the performance of that contract.

We may also need your personal data in order to comply with our legal obligations (for example, tax and accounting regulations) and in order to pursue our legitimate interests (for example, in case of a dispute).

### 4. Categories of personal data

For the purposes mentioned above, we may collect and process the following personal data:

- Name
- Contact details
- Delivery address
- Employer
- Payment details
- Order history

### 5. Source of personal data

We obtain your personal data in the context of our interactions with you as (a contact person of) a customer. This includes interactions via our website, email, phone and in our shop.

### 6. Recipients of personal data

For the purposes mentioned above, we may have to provide your personal data to the following third parties:

- parcel carrier companies
- financial institutions
- auditors
- legal counsel
- judicial authorities

Our IT, cloud and software providers may also have access to your personal data.

## 7. Transfer of personal data

Your personal data will not be transferred outside the European Economic Area without appropriate safeguards.

## 8. Retention period

We will delete or anonymize your personal data 10 years after your (last) purchase (plus a verification period of 6 months), unless a legal obligation or legitimate interest requires us to retain your personal data longer.

## 9. Rights

You can always contact us if you would like to:

- request access to or rectification of your personal data.
- request erasure of your personal data.
- request a restriction of the processing of your personal data.
- object to the processing of your personal data.
- send us a complaint if you consider that we are not acting in accordance with applicable data protection legislation. You can also introduce a complaint with the supervisory authority.

The aforementioned rights can be exercised by email to [info@rushrush.be](mailto:info@rushrush.be) or letter to Dageraadplaats 13 bus 2, 2018 Antwerp. We may request proof of identification before processing your request. In order to unsubscribe from our mailings, you can also use the unsubscribe option provided at the bottom of each mailing. We will grant you all rights to which you are entitled in accordance with the applicable regulations.

Please also inform us when your personal data is not accurate or no longer up to date.

## 10. Automated decision-making

We do not engage in automated decision-making, including profiling.

## 11. Security

We have implemented appropriate technical and organisational measures to ensure the confidentiality of your personal data and protect your data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access.

## 12. Cookies

We use cookies to improve our website and your browsing experience. Cookies are small text files that our website stores on your computer or mobile device.

We store essential cookies that are needed for our website to run properly and functional cookies to improve your browsing experience, for example by saving your shopping basket. These cookies can be stored without your consent. Blocking these cookies via your browser settings will impact the proper functioning of our website or some of its components.

When you have given your consent for the use of cookies on our landing page, we will also store analytical cookies that provide us valuable insights on your browsing behaviour in order to improve our website as well as social media plug-in cookies. You can always view and delete these cookies or amend your cookie preferences via your browser settings.

## 13. Amendments

This privacy notice may be amended from time to time due to changes to our website or in the applicable regulation. You can always consult the latest version of our privacy policy via our website [www.rushrush.be](http://www.rushrush.be).