



# Radio Holland Group B.V. Privacy Statement EN

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## Privacy Statement Radio Holland

### 1. Scope

This Privacy Statement Radio Holland governs the collection, use and other forms of processing of personal data by Radio Holland Group B.V. ("RHG") related to our services, our Radio Holland products and this website. By using this website you acknowledge and agree with the conditions of this Privacy Statement.

### 2. Who is responsible for collecting and processing of your personal data?

Radio Holland Group B.V. Sluisjesdijk 87, 3087 AD Rotterdam, the Netherlands, registration number 33178593, is the legal entity responsible for all collection and all processing of your personal data in connection with the products, services and websites of Radio Holland.

RHG is part of the Pon Holdings B.V. group of companies ("Pon"). RHG and Pon are committed to respecting and safeguarding your privacy and the security of your personal data you share with us.

### 3. Why do we collect your personal data?

Personal data is information that identifies you as an individual or relates to an identifiable individual. When you choose to register your personal data, contact us, or visit our websites, we will collect some personal data about you. We may process these personal data for the following purposes:

1. communicate with you in a personal way or to inform you about Radio Holland products or services, consistent with your choices;
2. provide customer service, including service around the purchase of services and products, fulfil warranty obligations and product recalls for our own services and those of related companies, and to deal with any enquiries or complaints;
3. administer and fulfil your purchases of Radio Holland products including the financial and logistic handling;
4. administer your Radio Holland account;
5. administer your participation in any contests, promotions, surveys or website features;
6. perform market research and improve our business, services and Radio Holland products;

7. perform statistical analyses and reporting;
8. providing services on the Internet;
9. communicating with participants and offering a loyalty program;
10. provide app functionality, including providing relevant commercial messages;
11. to communicate future promotional and marketing information including direct marketing purposes and retargeting;
12. to aggregate and/or anonymize personal data in order to generate other data for our use;
13. to comply with our legal obligations, resolve disputes, or enforce our agreements;
14. as otherwise stated at or about the time information is collected.

#### 4. Which personal data we collect?

Which personal data we exactly collect, depends on the which websites, products or services you use. In general there are three categories of personal data we collect or use:

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Personal data you provide	This is the personal data that you enter when you use our websites, products or services. This data includes e.g. your name, address, gender, email address, phone number, age, birth date, Radio Holland products you bought, the account name and password that you create, bank details for buying Radio Holland products etc.
Data collected via sensors	Many products are equipped with one or more sensors or use the sensors of the devices on which the products are provides. Examples of sensors are GPS receivers, Wi-Fi or Bluetooth receivers, a camera and touch screens. In accordance with the purposes for processing the via the sensors collected data about you and the used devices will be send to RHG and other third parties that need the data for providing the agreed services to RHG.
Metadata	This is data that is collected or generated automatically when you use the websites, products or services of Radio Holland. Metadata is often collected or generated when using a computer or device when you send data via a computer network, such as the Internet. This data contains data that

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may be used by the user interface or device activities, as well as IP addresses, unique device identifiers, MAC addresses of Wi-Fi and Bluetooth devices, cookies and data from computer activities itself.

## 5. How do we process your personal data?

In the table below we describe per way of collecting the categories of personal data that are collected and the purposes for which we process the personal data:

Ways of collecting	Categories of personal data collected	Purposes for processing the personal data
Registration for our newsletter	Personal data you provide	The above described purposes: 1, 2, 6, 7, 8, 11, 12, 13 and 14
Contact form customer service	Personal data you provide	The above described purposes: 1, 2, 6, 7, 8, 11, 12, 13 and 14
Radio Holland account creation	Personal data you provide	The above described purposes: 1, 2, 4, 6, 7, 8, 9, 11, 12, 13 and 14
Product Radio Holland registration	Personal data you provide	The above described purposes: 1, 2, 3, 6, 7, 8, 9, 11, 12, 13 and 14
Buying Radio Holland products on the website	Personal data you provide	The above described purposes: 1, 2, 3, 6, 7, 8, 9, 11, 12, 13 and 14
Attend to product promotion, events or online forum	Personal data you provide	The above described purposes: 1, 5, 6, 8, 11, 12, 13 and 14
Visit our websites (cookies)	Metadata NB: please refer to our <a href="#">Cookie Policy</a> Radio Holland for further details	The above described purposes: 6, 7, 8, 11, 12, 13 and 14

Log on our websites via social media	Personal data you provide NB: we never get access to your social media account	The above described purposes: 1, 6, 7, 8, 11, 12, 13 and 14
Use of our app	Personal data you provide Data collected via sensors Metadata NB: you will be informed about this via the Privacy Statement of the app.	The above described purposes: 1, 2, 6, 7, 8, 10, 11, 12, 13 and 14

If you choose to provide your personal data on one of the above ways and provide your explicit consent or visit our websites and accept the cookies you authorize RHG and its service providers to collect, store, use, disclose, and otherwise process your personal data in connection with the purposes as described above. You have the right to withdraw your consent which you may have given to the processing of your personal data at any time by sending your withdrawal request to [privacy@pon.com](mailto:privacy@pon.com).

## 6. How do we share or transfer your personal data?

You should be aware that RHG is part of Pon and its departments (like IT, Marketing) can be located in Pon companies around the world. As a consequence your personal data may be shared within and/or transferred to other Pon companies around the world. You can consult the list and location of our companies here: <http://www.pon.com/en/our-business/bedrijven>.

RHG may share your personal data also with third party service providers to perform certain processing activities on behalf of RHG. RHG requires these service providers to process and protect your personal data diligently. Other than set out in this statement, RHG will not sell, rent, lease, or provide your personal data to third parties allowing them to use your personal data for their own purposes.

RHG or Pon might reorganize, merge or in any other way sell or dispose (part of) a business company to another company. Where such business relates to Radio Holland, such transfer of ownership may include the transfer of your personal data to the new owner and its advisors.

We will otherwise only disclose your personal data if so required or authorized by law, where necessary for preventing or combating fraud, where necessary for dispute resolution, or for

any other pressing legitimate need which under the circumstances must outweigh your privacy interests, such as the security of our business and the safety of our staff.

## **7. How do we protect your personal data?**

RHG will take appropriate technical and organizational security measures against loss or unlawful processing of this data. This may include using secure registration forms, encryption of data, and restricting access to your personal data.

Please note that some third countries do not provide for an adequate level of protection for your personal data. However, you can be assured that RHG will take appropriate safeguards for the confidentiality and protection of your data. For transfers from the EEA to countries not considered adequate by the European Commission, we have put in place adequate measures, standard contractual clauses adopted by the European Commission, to protect your personal data. You may obtain a copy of these measures by contacting [privacy@pon.com](mailto:privacy@pon.com).

## **8. How long do we retain your personal data?**

After you opt out or delete your account, your personal data will be deleted within a reasonable timeframe. We have a retention policy in place and will only retain the personal data to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **9. Cookies, web beacons and similar techniques**

If you are using our websites, services, applications, communications (including email) and accessing or using tools, we may use cookies, web beacons and other similar technologies for storing information to provide you with a better, faster and safer browser experience.

Please refer to our Cookie Policy Radio Holland for the explanation of cookies, web beacons and similar techniques, how we use these techniques and how you can control these techniques.

## **10. Children**

We strongly recommend that parents take an active role in supervising the online activity of their children under the age of sixteen. RHG generally does not intend to collect personal data from and/or generally does not intentionally communicate with children. However, in case we need to communicate with a child, we will endeavour to give the parents or legal

guardians a reasonable opportunity to consent before we use the personal data of the child, except where we merely answer the child's question or service the child's request.

## **11. Policy changes**

We may change this Privacy Statement from time to time. Any changes will become effective when we post the revised Privacy Statement. If necessary, we will inform you when we change the Privacy Statement. This statement was last modified on date: 25 April 2023.

## **12. Your rights**

If you would like to request to review, correct, update, suppress, restrict or delete personal data, object to the processing of personal data, or if you would like to request to receive an electronic copy of your personal data for purposes of transmitting it to another company (to the extent these rights are provided to you by applicable law), you may contact us via [privacy@pon.com](mailto:privacy@pon.com) or Radio Holland, Sluisjesdijk 87, 3087 AD Rotterdam, the Netherlands. We will respond to your request consistent with applicable law.

In your request, please make as clear as possible what personal data your request relates to. For your protection, we may only implement requests with respect to the personal data associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable and in any event within any applicable legally required timeframes. .

## **13. Contact, questions, feedback and Data Protection Officer**

If you have any questions about this Privacy Statement, please contact us at [privacy@pon.com](mailto:privacy@pon.com).

You may also contact our Data Protection Officer (DPO) via [privacy@pon.com](mailto:privacy@pon.com). You have the right to lodge a complaint with a data protection authority for your country or region or where an alleged infringement of applicable data protection law occurs.