

EEN GEZONDE ZAAK

PRIVACY STATEMENT BEDRIJFSFITNESS NEDERLAND

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PRIVACY STATEMENT BEDRIJFSFITNESS NEDERLAND

In this privacy statement we explain which personal data we collect from you and for what purpose. You share personal data with us if you are a customer with us, if you have contact with us, or if you visit our website(s). We therefore recommend that you read this document carefully.

WHY A PRIVACY STATEMENT?

We respect and protect your privacy. We are committed to ensuring that all personal information provided to us is treated confidentially. We use the applicable privacy legislation to use, store, and manage these data.

By customers we mean affiliated employers and employees who participate in our company fitness scheme. Customers give us permission to include personal data in our automated file and to use it for the purposes described in this document.

The grounds on which we process personal data are: implementation of the agreement, our legitimate interest (marketing and improvement), compliance with a legal obligation, and explicit consent.

This privacy statement entered into force on 24 May 2018.

WHO ARE WE?

We are Bedrijfsfitness Nederland, intermediary in (tax) beneficial company fitness schemes. We are controller for the processing of personal data as provided by our customers. Our details are:

Bedrijfsfitness Nederland B.V.
Abe Lenstra Boulevard 10
8448 JB Heerenveen

P.O. Box 842
8440 AV Heerenveen
Telephone number: +31 (0)513 – 633 111
Chamber of Commerce number: 01121539

www.bedrijfsfitnessnederland.nl
klantenservice@bfnl.nl



WHY DO WE COLLECT YOUR PERSONAL DATA?


We need your personal data to be able to implement your application for a company fitness membership. You agree that we share your personal data with our suppliers, the sports location(s) you have chosen, and your employer. To the extent that your permission is explicitly requested, you always have the right to withdraw your permission. We guarantee that we use your personal data primarily for the following:

- Showing and using our website(s) in a correct and personalised way.
- Implementation of the agreement, including the completion of transactions and the provision of services.
- Verification of your identity, for example in case of complaints and reimbursements.
- Maintaining relationships with customers, sports locations, suppliers, and resellers.
- Reporting changes in policy, documents, and our services.
- To better understand your needs (whether or not through cookies) in order to be able to evaluate and improve our company, our services, website(s), software, and security.
- Registering and handling complaints, applications and requests.
- Engaging in commercial communications, including sending targeted newsletters.
- Managing and implementing a loyalty system or other reward system upon request.
- Conducting (demographic and statistical) research on an anonymous basis.
- Making reviews available.
- Processing data for promotions, competitions, etc.
- Keeping track of payment history.
- Complying with the legal (tax) retention obligation and other legal and regulatory obligations.
- Handling of invoicing and collections.
- Generating management information.
- Generating reports.
- To safeguard and protect our business operations and to identify or help minimise or prevent fraud, unauthorised activities, claims, and other liabilities.

WHAT KIND OF PERSONAL DATA DO WE COLLECT?

The information that we may collect, use, disclose, and otherwise handle about you may vary by country and applicable law.

- **Name and contact data:** If you use our services, we collect your first and last name, email address, (postal) address, and telephone number.
- **Other data:** If you are a participant and have a company fitness membership, we also collect data about your date of birth, employee number and department (optional), and your employer's name.
- **References:** We collect referring websites and profile IDs, passwords, password hints, and similar security information that is used for authentication and account access.
- **Demographic data:** We collect general data such as your age, gender, and country.
- **Subscription data:** We collect data about your subscription such as subscription type, rate, history, start and end date of the contract, membership number at the sports location, chosen sports location, reason for cancellation, reason and presence of evidence for suspension or cancellation (such as relocation or medical necessity), and additional suspension dates.
- **Payment data:** We collect data necessary to process your payment, such as your bank account number, name of the account holder, number of collection instalments, and debit authorisation.
- **Device and consumption data:** We collect data about your device, such as IP address, Internet browser, and device type, device IDs, login and logout data, regional settings



and language settings, and information about how you and your device work with our website(s) and services/products. These data also include information about the operating systems and other software installed on your device, including product codes/version numbers.

- **Usage data:** We collect data about the functions of the software you use and the web pages you visit.
- **Support data:** When you seek our help for support, we collect data about you, your subscription, and other details that are relevant to the support question. This concerns data such as contact or authentication data, the content of communication with our Customer Service, data about the website/service at the time of the error or complaint and during diagnosis, as well as transport data.
- **Location data:** We collect data about your location which are 'inaccurate'. Inaccurate location data include a location derived from your IP address or data that indicate where you are with less precision, such as, at the level of a city or postal code.
- **Content:** We collect content from messages that you have sent to us, such as feedback and product reviews that you have written, questions and information you have provided for customer support. When you contact our Customer Service or partner team, for example, telephone conversations or chat sessions with our employees may be recorded and monitored.
- **Preferences:** We collect information about preferences that you have entered or checked, as well as converted preferences based on your usage profile.

HOW CAN YOU ACCESS, MODIFY, OR DELETE YOUR PERSONAL DATA?

You have the right to access data processed about you, to have it corrected and to have incorrect data removed. If you have an account, you can always access and change your personal data through your personal access code and password.

If you no longer wish to receive marketing communications from us, you have the right to request this. You can do this by emailing us or clicking on the opt-out button at the bottom of the message. To exercise these rights, make a complaint, or to submit a request for information about our privacy practices, please contact us by email at klantenservice@bfnl.nl.

To exercise your rights, we may ask you to send a copy of your proof of identity with the request or to take other steps to verify your identity. We hereby request that you render your passport photo unrecognisable and your Citizen Service Number (BSN) unreadable, in order to guarantee your privacy as well as possible. We will respond to your request at the latest within four weeks. If you submit such a request for the second time within a period of six months, we may charge an amount for this.

WITH WHOM DO WE SHARE YOUR PERSONAL DATA?

We will not sell or provide your personal data to third parties without your explicit consent, unless we are required to do so by virtue of a legal provision or when such disclosure to a third party is necessary due to, for example, a takeover and/or merger in which we are involved.

- We share your personal data with the sports location that you wish to use and with your employer to establish your membership.
- We share personal information with third parties who perform services on our behalf. For example, we may use third parties to host our website(s) and to run certain functions, send emails, contests or other promotions, conduct customer surveys, authorise and



process your payments, manage and analyse data, resellers, and third parties in order to support invoicing and collection. These third parties are not authorised by us to use the information for their own purposes.

- Links to third-party websites are provided solely for your convenience. If you use these websites, you will leave our website. We have not checked (all of) these websites, do not manage them, and bear no responsibility for them. If you decide to visit a third-party website that is linked to this website, you do so entirely at your own risk.
- We will preferably process the information that we collect about you within the European Economic Area ('EEA'). When information is processed outside the EEA, this is done according to the rules that apply within the EEA.
- Our website uses services from Google, such as Google Analytics, Google Ads, and Google Tag Manager. These services may place cookies and process personal data, such as IP addresses and user behavior, to help us improve our website and advertisements. Google requires us to inform users about how their data is processed. You can find more information about how Google handles personal data in the [Google Privacy Policy](#). Additionally, you can manage your cookie preferences through your browser settings or via [our cookie policy](#).

HOW DO WE PROTECT YOUR PERSONAL DATA?

We do our utmost to process your data securely, with the aim of preventing unauthorised access to or disclosure of data, maintaining the accuracy of data, and ensuring the correct use of data. To this end, we have taken physical, electronic, and organisational control measures to protect and secure the information we collect online. We use encryption including SSL security when collecting or transferring important data, property security, VPN connection, password policy, and accurate instructions for employees.

We cannot guarantee the effectiveness of such security measures and nothing in this notice may be construed as an explicit or implied warranty against loss, misuse or unauthorised access, disclosure, alteration, or destruction.

Service providers who may have access to your information to provide services on our behalf are contractually bound to keep such information confidential, implement adequate data security measures, and may not use this information for any other purpose.

HOW LONG DO WE RETAIN YOUR PERSONAL DATA?

We do not retain your data longer than necessary. In some cases, the law determines how long we may or must retain data. In other cases, we have determined for ourselves how long we need your data to properly implement the company fitness scheme. Details of persons who have created an account on the website or who have registered for the newsletter will be retained until the account is terminated or the newsletter is unsubscribed. We retain the data that are necessary for the financial settlement of agreements for seven years. We retain phone conversations for up to 3 months.



AMENDMENTS PRIVACY STATEMENT

Privacy legislation continues to evolve. We can therefore adjust this privacy statement to stay up-to-date. We do this with new developments, for example if something changes in our business activities or in the legislation or in case law. We will actively inform you of any changes to this privacy statement by means of a pop-up notification, email, or news message on our website or through your personal account if applicable.

SUSPICION OF ABUSE

We reserve the right to take proactive and corrective action in the event of suspicion of abuse. This is understood to mean that in this case we have the right to store and retain all information from and about visitors and customers as possible evidence of abuse. We also have the right, if there is a sufficiently substantiated suspicion of abuse, to request further information about the visitor/customer from third parties. If there is sufficient evidence, we may take appropriate measures, including exclusion from our website or services and/or reporting to the police and/or other relevant authorities.

QUESTIONS OR COMPLAINTS

If you believe that the provisions of this privacy statement are not being complied with, or have other reasons for a complaint regarding the registration of your data, you should contact our management.

If you have complaints about the processing of your personal data, you have the right to submit a complaint to the Dutch Data Protection Authority.

For questions regarding this privacy statement, the website or Bedrijfsfitness Nederland, please contact klantenservice@bfnl.nl.

*This privacy statement has been prepared in collaboration with Aecius.
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