

# Privacy Statement

This website is the property of Herculean cvba (Herculean). Adress: Hulstweg 3, 3140 Keerbergen (Belgium). Company number: BTW BE 0830 631 784.

By accessing and using this website you agree with the general conditions of Herculean and the privacy statement below.

At Herculean, we care about your privacy and wish to make a serious effort to protect it. Although much information on this website is available without having to provide personal information, it is possible that the user is asked for personal information. Protecting your privacy is among our top priorities. Through this statement we aim to inform you about the information we collect and the purposes thereof. The new General Data Protection Regulation 2016/679 or GDPR – which entered into force on 25 mei 2018 contains a number of provisions improve the protection of personal data. In what follows, we wish to inform you about how Herculean implemented this new legislation.

## 1. Scope GDPR

The amended privacy statement applies to the personal data that we process as controller (data controller). This data can be collected after a visit to our webshop, participation in a competition or through other marketing communication tools.

## 2.The processing of personal data

The provisions of the GDPR apply to all data that can identify you as a natural person. The processing of such data can be interpreted broadly and includes, but is not limited to, capturing, collecting, organizing, storing, updating, modifying, retrieving, consulting, using, distributing or making available in any way, bringing together, combining, archiving , erasing and / or destroying such personal data.

The controller and processor of this personal data is the entity below:

Herculean cvba  
Hulstweg 3  
3140 Keerbergen  
België  
E-mail adres: info@herculean.coop  
Ondernemingsnummer: BTW BE 0830 631 784

As administrator and processor of these personal data, Herculean will be responsible for the data processing.

## 3. Which personal data do we collect?

Depending on the pages you visit we collect your name and first name, email address, IP address and information about the web pages you have visited. When you place an order in our web shop, the information relating to your card details is not stored by us, but by a third party that specializes in providing secure online payment transactions.

## 4. How do we use your personal data?

- For the processing of your orders.
- To carry out our contractual obligations.
- To make a competition schedule (eg. Hercules Trophy or Pink Ladies Games competitions).
- To ask your opinion about our services.
- To inform you about changes to our services.
- To send you information that you have requested or that may interest you, such as information about wellbeing or events.
- For statistical purposes.

We keep your information as long as necessary for providing our services or as long as mutually agreed.

## 5. Who has access to your personal data?

We won't share your information with third parties, not even with your employer. When you place an order in our web shop, the information relating to your card details is not stored by us, but by a third party that specializes in providing secure online payment transactions. If you have any questions regarding these secured transactions, do not hesitate to contact us.

## 6. Preferences

You choose whether or not you wish to receive information from us via the check boxes on the registration page of our website.

We will not contact you for direct marketing purposes unless you have agreed in advance. We will not contact you for direct marketing purposes if you have indicated that you do not want this. You can change your preferences at any time by logging into one of our websites with your login details or sending an e-mail [toinfo@herculean.coop](mailto:toinfo@herculean.coop).

## 7. How can you access and update your personal data?

You can view your profile on the website at any time and update your details. You can always request a copy from us by sending an e-mail. If you no longer want us to keep your details, you can always ask us to delete them.

Just send an e-mail to [info@herculean.coop](mailto:info@herculean.coop).

## 8. Profiling

We analyze your information to create a profile of your interests and preferences so that we can contact you with relevant information. We sometimes use additional information about you that we obtain from external parties to do this efficiently. We can also use your information in the context of fraud prevention.

## 9. Right to be forgotten

You can at any time request Herculean to delete or forget your personal data. Any request to exercise this right must be directed to [info@herculean.coop](mailto:info@herculean.coop). Each application will be thoroughly investigated and it will be checked whether this request can be granted within a period of 30 days after the application. The forgetting of information will not be absolute because of some legal obligations including, for example, accounting obligations.

## **10. Cookies**

Like many other companies, we use cookies on our website. Cookies are small files that organizations send to your computer and store them on your hard drive. For example, they make it possible to recognize visitors to our website. They collect statistical information about which pages you visit, but do not make it possible to identify you. This helps us to improve our website and offer you a more personalized service.

It is possible to disable the use of cookies via the 'settings' tab in your web browser. For more information about the use of cookies, you can consult our cookie policy. Disabling cookies can lead to a reduced functionality of our website.

## **11. Links to third party websites**

Our website contains links to other websites. This privacy policy only applies to our website. We encourage you to also consult the privacy policies of the other websites. We are not responsible for the privacy policies and practices of other websites, even when you visit the website through one of our links.

## **12. Under 16 years old?**

We are concerned about the privacy of minors. If you are under 16 years old, please ask your parents or guardian for permission before you provide us with personal information.

## **13. Website monitoring**

Our website may use the Crazy Egg monitoring app and the Facebook pixel. These technologies record your mouse movements and click behavior on our website. This information does not contain any special categories of personal data or bank details. We use these technologies for internal use to optimize our services.

## **14. Where to file a complaint**

Any comments regarding the various contacts between Herculean and the consumer can at any time be reported to Herculean at [info@herculean.coop](mailto:info@herculean.coop).

If you are not satisfied with the way we handle your personal data, you can submit a complaint to the Data Protection Authority at the address below:

Gegevensbeschermingautoriteit  
Drukpersstraat 35  
1000 Brussel  
contact@apd-gba.be  
<https://www.gegevensbeschermingsautoriteit.be/contact>

## **15. Final provisions**

If one or more clauses of this privacy statement are declared partially or completely void or non-binding by a judicial intervention, this will be without prejudice to the validity of the other clauses or to the validity of the entire privacy statement. If Herculean wishes to change or replace the relevant clause (s), the amended or new clause must be as close as possible to the void or non-binding clause (s).

Herculean's failure to ensure strict compliance with the provisions of this privacy statement will not be construed as a waiver or rejection of it.

Herculean reserves the right to change this Privacy Statement at any time. This Privacy Statement was last updated on 24/09/2018.