



perzona. the most personal mattress.

## PRIVACY POLICY PERZONA B.V.

### **1. General**

This is the privacy policy of Perzona B.V., with its registered office in Ede, Gallileïlaan 23G (6716BP), and all (group) companies affiliated with it (hereinafter: Perzona). This policy contains all information about the personal data that Perzona collects, processes and the purposes for which data can be used.

Perzona collects data from anyone who has (had) direct or indirect contact with us. Perzona is responsible for the processing of personal data referred to in this policy.

Our website also contains links to third party websites. Although these websites have been selected with care, we are not responsible for the processing of your personal data via these websites. This privacy policy does not apply to the use of such websites.

### **2. What personal data do we collect and process?**

If you contact us, the following information can be processed:

- company name and details (insofar as these are personal data);
- name and address details, e-mail address, telephone numbers and the gender of contact persons of dealerships and other relations;
- IP address (es);
- Information from buyers of our products, including name and address data and data obtained through a MyScan measurement;
- other personal data that you provide to us unsolicited, for example in the message you send us.

### **3. Purposes and grounds for processing your data**

Perzona uses the data collected and processed mainly for the following purposes:

- the responsible conclusion and execution of agreements with customers or dealerships
- for processing, invoicing and dealing with agreements
- for registering guarantees
- to do a MyScan measurement
- to communicate with you

- to inform you about the progress of your order
- to inform you about products, services and promotions
- to link your data to an account
- for maintaining the relationship with our customers
- for marketing activities of Perzona

Below is further explained in which ways the processing of data by Perzona takes place.

#### When concluding and executing agreements

To fulfill every order we need your name, e-mail address, address (es), payment details and also your telephone number. With this we can settle your order and deliver purchased products or services. We can also keep you informed about your order.

This information applies in any case to our dealer companies that have purchased a product from us for the benefit of a customer. If a dealer company asks Perzona to deliver and / or assemble purchased products from a customer, we will also receive the name and address details of such a customer.

If the MyScan App and software application has been used by Perzona's dealer company, the measurement data (weight, preferred position, length, physique and age of the buyers) will be made available to Perzona by that dealer company in order to deliver a customized product.

If necessary for the execution of the agreement, we also provide your data to other parties.

#### When creating an account with Perzona

When you create an account with Perzona, we ask you for the following information: your name, address (es), telephone number, e-mail address, also from contacts. This data is saved so that you do not have to enter the data again and again in the future.

#### For sending offers or newsletters

You can indicate that you would like to receive newsletters, information or offers from Perzona. Perzona will only send this if you have explicitly agreed to this by registering for it. The news and offers that you

receive from Perzona may be tailored to your personal details, including the agreements previously concluded by you with Perzona. Perzona knows what you are interested in and you get news and offers that are of interest to you.

We analyze the reactions to our newsletters and offers and, for example, look at how we react to offers, which products and services are popular and how we can take this into account in our products and services. These data are subject to as much as possible. anonymization.

You can always opt out of newsletters and offers.

#### When contacting our customer service

You can call or contact us via our website about questions, comments or complaints. Your data and the content of the question or comment will be stored by us. We use this information to improve our services and may in the future, when contacting you, take into account your previous questions or comments.

#### For fraud prevention

Perzona can use data to investigate, prevent and counter fraud. If necessary, we provide customer data to the government.

#### For the management of business contacts

Perzona stores the data of all contact persons with its business contract parties. Insofar as these are personal data, these data are treated in the same way as the data of our customers.

### **4. Cookies**

Perzona uses cookies and other techniques such as JavaScript and web beacons on its website. These techniques are used to improve the usability of our website and your usage possibilities. Because we think it is important that you know how and why we use cookies and other techniques ("cookies"), we try to provide you as much information as possible about the use and operation thereof.

Perzona requires prior permission for the use of cookies. This is done by means of a so-called cookie banner that you see when our website visits. We inform you about the use of cookies and for which use

you can give permission. If you have given permission for the use of cookies, this will be remembered by our website, so that you do not have to give permission again on your next visit. Your permission is valid for a period of thirteen months. If you want to limit the possibility of using cookies, you can do so in the ways described below in this policy.

#### What do cookies do and what do they serve?

Cookies are small text files that are stored on your computer or mobile device when you use and use our website. Cookies, JavaScript and web beacons together form a system that can collect information (including your data) (via JavaScripts), store it in text files (via cookies) and then send it so that we can use this information (via web beacons).

The cookies serve to give us information that is useful for our activities, but also to make the use of our website easier and more personal. The cookies ensure that:

- The use of our website will become more fun and easier for you;
- Your preferences are remembered and you do not always receive or need to enter the same information when you visit our website;
- The ordering process on our website works well for you;
- Perzona can monitor, assess and if possible improve the use of its website;
- Perzona can show you personal ads and recommendations based on your interests and customer history;
- Perzona can recognize which device you use when you visit our website;

Perzona places its own cookies via its website, but cookies from third parties can also be placed. It may be that this happens without our permission. In such a case, our privacy policy does not apply to it. If you doubt whether a cookie has been placed by Perzona or with permission from Perzona, we would appreciate it if you inform us about this.

#### What kind of cookies are used?

- Functional cookies: these cookies ensure that our website functions properly. These functional cookies are used, among other things, in the shopping cart and checkout.
- Analytical cookies: with these cookies, Perzona collects data about the use of our online store by users (such as how many visitors, how long they stayed, what was viewed). By measuring website



usage, we can continue to improve our webshop for the benefit of our users. Perzona uses Google Analytics to keep track of how visitors use their website. By means of a placed cookie we use this service to keep track of and get reports on how visitors use the website. The information that Google collects is anonymised as much as possible. Your IP address is emphatically not given. The information is transferred to and stored by Google on servers in the United States. Google may provide this information to third parties if Google is legally obliged to do so, or if third parties process the information on behalf of Google. We have no influence on this. Read Google's privacy policy for more information, as well as the specific privacy policy of Google Analytics.

- Tracking cookies: with your permission we place "tracking cookies" on your computer. We use these cookies to keep track of which pages you visit in order to build up a profile of your online behaviour. This profile is not linked to your name, address, e-mail address, etc., but only to match advertisements to your profile so that they are as relevant as possible to you.
- Advertising cookies: with your permission, cookies are placed to build up a profile of your online behaviour. This profile is also built up on based on comparable information they receive from your visit to other websites on which they advertise. The information from these advertising cookies can be combined so that on the basis of the profile of your online surfing, searching and buying behaviour, the most relevant offers can be made. These cookies also keep track of which advertisements you have seen. This profile is not linked to your name, address, e-mail address and the like as known to us, but serves to be able to show you personalized advertisements when you visit our website. Perzona places these cookies itself, but also gives third parties the opportunity to place advertising cookies on our website.

#### Block or delete cookies

You can always block and delete cookies yourself via your internet browser. You can set your internet browser to receive a message when a cookie is placed. You can also indicate that certain cookies may not be placed. If you delete the cookies in your browser, this may have consequences for the use of websites.

Delete cookies:

- In Microsoft Edge: click on the Menu icon at the top right. Click on the icon of the clock, this is the tab 'History'. Click on 'Delete all history'. Now you can specify exactly what you want to delete. Check at least 'Cookies and stored website data' and click on 'Delete'. At the bottom you can indicate whether you always want to delete this data when you close Microsoft Edge.



- In Chrome: click on the icon with 3 lines at the top right. Click on 'Settings' > 'History' > 'Clear browsing data'. Make sure in any case that 'Delete cookies and other site and plug-in data' is checked. You can also indicate how old the Cookies should be. Select 'Everything' here.
- In Firefox: click on the icon with 3 lines at the top right. Go to 'Options' > 'Privacy'. Click "Clear your recent history." Under 'Details' you can indicate exactly what you want to delete. In any case, tick 'Cookies'. You can also indicate how old the Cookies should be. Select 'All' here.
- In Safari: click on 'Safari' > 'Preferences' at the top left of the menu bar. Select the 'Privacy' tab at the top of the window. Then click on 'Delete all Website data'.
- In Internet Explorer: click on the icon of a gear at the top right. Go to the 'Security' menu > 'Delete browsing history'. Now you can specify exactly what you want to delete. In any case, tick 'Cookies and website data'. Click on 'Delete' at the bottom of the window.

If you block or delete cookies, Perzona can't guarantee that our website will continue to work properly. It is possible that some functions of the website are lost or that you can't visit the websites at all. In addition, blocking cookies does not mean that you will no longer see advertisements. The ads are then no longer tailored to your interests.

## **5. Rights of data subjects**

Everyone with whom Perzona has a relationship has the right to view his personal data at Perzona. If these personal data contain factual inaccuracies, a written request can be made to correct the data. You are also entitled to ask for your personal data, partly no longer to process, to have it removed or to have it transferred to another party.

The above requests can be made to the person mentioned under the contact details, via [info@perzona.nl](mailto:info@perzona.nl). Perzona will verify your identity in all cases and will respond to your request or request within 4 weeks. Perzona may refuse your request for data to be withdrawn in whole or in part if it has a legitimate interest in retaining that data, or if Perzona is still obliged to do so on the basis of a legal obligation.

## **6. With whom do we share your data?**

Perzona can use third parties to process data. In that case, data is also shared with those concerning third parties. No more data is shared than necessary and agreements are made between parties to

protect the personal data. Under certain circumstances and at the request of a competent authority, we may be obliged to share your information with the police, the judiciary, the supervisory authorities and the tax authorities. A judge can also order Perzona to submit data.

### **7. Security and storage periods**

Perzona uses and stores the personal data provided to it exclusively to the extent that it is useful for the execution of the aforementioned purposes, and no longer than is useful or required for this purpose. In all cases, it may be that Perzona has any legal obligations or legitimate interests that ensure that data is kept for longer by Perzona.

The retention period of the account data is in principle for an indefinite period of time. You can delete the account yourself if you no longer want to use it. You can also change or delete the data in the account yourself. If you have deleted your data, we will ensure that this is implemented in our databases within two weeks.

Perzona ensures appropriate technical and organizational security of the personal data in order to minimize the chance of unlawful processing.

### **8. Contact details**

Your data is collected and processed by Perzona. Questions and requests about the processing of your personal data can be addressed to: Perzona, Mr. R. Stunnenberg (as data officer), [info@perzona.nl](mailto:info@perzona.nl).

### **9. Changes to privacy policy**

Perzona expressly reserves the right to amend this privacy statement. This can be the result of changes as well as developments in the relevant laws and regulations, but also in Perzona's choices or technical innovation. Changes to this statement will always be published on this website. Please check our policy regularly in order to stay informed of any changes. The policy always indicates the latest date of change.

This privacy policy was last changed on: May 25, 2018