Privacy / cookie statement Vakmedianet

Who are we?

We are Vakmedianet group, with its registered office in Alphen aan den Rijn at the Prinses Margrietaan 3. We provide specialised information for various disciplines and branches of industry, for example, by providing information on our websites, publishing trade journals, organising conferences and events, and offering training courses.

We consist of a number of entities, each with its own focus area, namely: B+B Vakmedianet Groep B.V., B+B Vakmedianet B.V., Vakmedianet Management B.V., Vakmedianet Assurantie B.V., Vakmedianet Food & Horeca B.V., Vakmedianet Food & Horeca B.V. and Vakmedianet BouwCommunities B.V. To learn more about an entity’s activities, click on the entity’s name.

We share your personal data within the Vakmedianet group. Both the group and the group companies are therefore (co-)responsible for the processing of your personal data.

In the context of our services, we collect, store, transfer or otherwise process personal data. Under applicable privacy legislation, we qualify as a data controller with respect to the personal data that we process about you.

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Right to privacy

We value your right to privacy and strive to protect your personal data in accordance with applicable data protection legislation, and specifically the General Data Protection Regulation (GDPR) as of 25 May 2018.

Below we explain how we collect your personal data, how and for what purposes we can process your personal data, and to whom your personal data may be transferred. This Privacy Policy also contains important information about your rights with regard to the processing of your personal data. We therefore recommend that you read this Privacy Policy carefully.
From time to time, we may need to amend this Privacy Policy. The most recent version of this Privacy Policy is available on our website at www.vakmedianet.nl. We recommend that you consult this Privacy Policy regularly. You may also request us to send you a copy of the latest version of this Privacy Policy.

**Please note:** By using our services and our websites and by sharing your personal data with us, you declare to be aware that your personal data will be processed in the manner described in this Privacy Policy. Note: this does not mean that you 'consent' to the processing of your personal data. We do not process your personal data on the basis of your consent, unless specifically indicated.

**Personal data**

In the context of our services, we collect personal data from our customers, visitors to our websites, subscribers, recipients of our newsletters, participants in conferences, events and training courses, participants in our online forums, persons who contact us by telephone, applicants and persons mentioned in our trade journals, websites and in our online databases/guides.

**Processing of personal data**

We may collect information about you in a variety of ways:

- directly from you, for example when you sign up for a newsletter, conference, event or training course, become a subscriber, create an account on one of our websites, participate in an online forum on one of our websites, contact us by telephone or apply to us via one of our websites;
- directly from you when you visit one of our websites, including information you provide to us via contact forms on one of our websites;
- from third parties, for example from companies with whom we collaborate;
- by consulting public sources/public registers, by own research and by contacting companies;
- by other means, for example when you visit one of our websites, through the use of cookies, fingerprints (or similar techniques).

**Recording of data**

Among other things, we collect identification and contact details from you. We do this on the basis of three legal grounds, namely either 1) the use of your data because this is necessary for the performance of a contract with you, or 2) the use of your data because this is necessary for the purposes of our legitimate interests or the legitimate interests of a third party, and 3) on the basis of your consent.

Below we have indicated which data we collect from you, for which purposes we use these data and which legal basis we use for this purpose.
1. means that we use your data because this is necessary for the performance of a contract with you;

2. means that we use your data because this is necessary for the purposes of our legitimate interests or the legitimate interests of a third party.

<table>
<thead>
<tr>
<th>Personal data:</th>
<th>Purposes and legal bases:</th>
</tr>
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</table>
| your identification and contact details (name, address, telephone number, email address or other contact details) | client administration 1)  
supplier administration 1)  
administration and management of applications via the website 2)  
to supply products or services that you have ordered 1)  
in the context of your registration via the website for an account (in particular to be able to order products, download documents or respond to blogs and forums) 2)  
administration and handling of requests for information, feedback and complaints 2)  
for the purpose of management of the accounts payable and accounts receivable 1)  
for marketing purposes (such as sending newsletters or advertising messages) 2) |
| your IP address and surfing behaviour on the website | to improve our services 2) |
| identification and contact details (name, address, telephone number, email address or other contact details) of persons mentioned in Distrifood Dynamics and/or Bouwberichten. | to provide subscribers with a complete overview of supermarket branches and business managers (Distrifood Dynamics) or an overview of construction projects and relevant contact persons in the Netherlands (Cobouw Bouwberichten) 2) |
| your identification and contact details (name, address, telephone number, email address or other contact details) | to protect our assets, our operations |
In some cases, we will share your identification and contact details with third parties, such as sponsors of an event in which you participate or the author of a product that you purchase or download from us. We do this in order to be able to make you personalised offers (or to have them made) and to bring you in contact with parties related to the subject. We rely on your consent for the disclosure of your identification and contact details to these third parties. You have the right to withdraw your consent at any time. You can do this by contacting us at klantenservice@vakmedianet.nl.

**Disclosure to third parties**

We sometimes share your personal data with third parties, such as service providers we contract (e.g. IT service providers or marketing agencies); mailing houses; owners/authors of products you buy from us or of documents you download from our website; sponsors of a conference or event for which you register, and advertisers. We also share your personal data with our group companies.

In most cases, we share your personal data with third parties located in the European Economic Area (EEA). In a few cases, we may share your personal data with third parties located outside the EEA. This is the case with the Bike Europe title, the context of which we share your personal data with third parties outside the EEA. In such cases, we will provide adequate safeguards to ensure that personal data can be lawfully transferred.

We will ensure that appropriate measures are taken, if applicable, when we transfer your personal data to third parties. For example, we will enter into a data processing agreement where necessary (setting out restrictions on the use of your personal data and obligations regarding the security of your personal data).

**Retention Periods**
Your personal data will not be stored any longer than is necessary for the purposes for which the personal data was collected and processed (as described in chapter 5 above). Only if we are legally obliged to do so, or if this is necessary to defend our interests in legal proceedings (for example in the event of a dispute), will we retain personal data for longer periods of time.

More information about the specific retention periods can be found in the table below.

<table>
<thead>
<tr>
<th>Personal data</th>
<th>Retention period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data to create an account on the website for registration or trial subscription, to subscribe to a newsletter, downloading specialised information</td>
<td>Maximum of 2 years after termination</td>
</tr>
<tr>
<td>Data for purchasing a paid product</td>
<td>Legal term / 7 years</td>
</tr>
<tr>
<td>Website user data</td>
<td>Maximum of 1 year</td>
</tr>
<tr>
<td>Applicant data</td>
<td>Maximum of 4 weeks after completion of the procedure</td>
</tr>
<tr>
<td>Data included in Cobouw Bouwberichten</td>
<td>Until 1 year after completion of the project</td>
</tr>
<tr>
<td>Data recorded in Distrifood Dynamics</td>
<td>Immediately in the event of changes of which we are aware</td>
</tr>
<tr>
<td>Supplier data</td>
<td>Maximum of 7 years</td>
</tr>
</tbody>
</table>

**Personal data security**

We have taken the necessary administrative, technical and organisational measures to ensure a level of security appropriate to the specific risks we have identified. We protect your personal data from destruction, loss, alteration, unauthorised disclosure of or access to personal data that is transmitted, stored or otherwise processed.
We also try to ensure that we keep your personal data accurate and up to date. We therefore kindly ask you to inform us of any changes in your personal data (such as a change in your contact details).

**Rights concerning personal data**

(Under certain circumstances) you have the right:

- of information and access to your data;
- of correction of personal data;
- of deletion of your personal data ('right to be forgotten');
- of restriction of processing;
- to object to the processing of your personal data;
- to obtain your personal data in a structured, common and machine-readable form, and to transfer those personal data (or have them transferred) to another controller.

For more information about these rights, and the circumstances in which you may exercise them, click here.

In addition, you always have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) about the processing of your personal data by us.

**Cookies and social media plug-ins**

We use cookies, fingerprints (or similar techniques) and social media plug-ins on our websites and mobile applications. Some of these are essential for the websites and mobile applications to work, others serve to provide you with a better, faster and safer user experience.

Cookies are small data files that are stored on the hard disk of your computer or mobile device through your browser. We use the following cookies on our websites and mobile applications:

<table>
<thead>
<tr>
<th>Type of cookie</th>
<th>Purpose of the cookie</th>
</tr>
</thead>
<tbody>
<tr>
<td>Necessary cookies/technical cookies</td>
<td>These are cookies that are essential to the functioning of the websites/web applications/mobile applications and allow you to use certain parts of them. These cookies allow you, for example, to navigate between the different parts of the websites/web applications/mobile applications, to fill in data, etc.</td>
</tr>
<tr>
<td>Analytical cookies</td>
<td>These cookies allow us to recognise the visitors of our websites/web applications/mobile applications, to count the number of visitors and to determine how they navigate. This helps us to improve user navigation and ensure that visitors</td>
</tr>
<tr>
<td>Cookies Type</td>
<td>Description</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Performance cookies</td>
<td>We use performance cookies to collect information about visitors' use of our websites/web applications/mobile applications. These cookies help us understand how users interact with our websites/web applications/mobile applications, why certain error messages occur, and they allow us to test new features. We use this information to increase the ease of use of our websites/web applications/mobile applications.</td>
</tr>
<tr>
<td>Functional cookies</td>
<td>Functional cookies are cookies that facilitate the functioning of our websites/web applications/mobile applications and make them more pleasant for the visitor and ensure that you get a more personalised user experience. For example, this concerns cookies that remember your language preference.</td>
</tr>
<tr>
<td>Tracking/advertising cookies</td>
<td>Our websites/web applications/mobile applications/marketing emails use tracking cookies to track user statistics and to send you personalised messages, advertisements, and promotions.</td>
</tr>
<tr>
<td>Fingerprints</td>
<td>Fingerprints remember the settings of a PC in the form of a code. Fingerprints are used to remember, for example, user names and passwords for the efficient use of the website; to analyse the use of our websites in order to improve our websites; to collect data relating to your visitor behaviour in order to enable research into possibilities for further optimisation of and communication about our products and services. assessing your interests on the basis of your visits to other websites.</td>
</tr>
</tbody>
</table>

We also use social media plug-ins. These allow us to recognise you on the basis of your social media profile and to import certain data (such as your identification and contact details and your profile photo). They also make it possible to use social media (LinkedIn, Twitter, Facebook) 'share' buttons. You can find more information about this in the privacy policy of your social media services. If you do not wish to connect to your social media profile, please log out before using our websites/web applications/mobile applications.

Some of the cookies and social media plug-ins are essential for the websites/web applications/mobile applications to work, others serve to provide you with a better, faster and safer user experience.

**Management of cookies**

You can set your internet browser to warn you when a cookie is placed. You can also completely block the placing of cookies. However, you may not be able to use all parts
of the website. For more information about adjusting your browser’s cookie settings, please refer to the links below:

Cookie settings in Google Chrome
Cookie settings in Microsoft Internet Explorer
Cookie settings in Firefox
Cookie settings (general)

Please note that if you are using a different computer, you will need to change your browser settings again.

Contact

If you have any questions, remarks or complaints regarding this Privacy Policy or the processing of your personal data by us, please do not hesitate to contact us by post for the attention of Vakmedianet Customer Service via Postbus 31, 2370 AA Roelofarendsveen or via klantenservice@vakmedianet.nl.

May 15, 2018