

PRIVACY POLICY

1. WHO?

This Privacy Policy regulates the processing of personal data by the person responsible for processing MAX Agency, with registered office at Ingelandgat 31/301 9000 Gent, with company number VAT BE 0762.770.287, and as contact person Julie Rumes (info@maxagency.eu).

"MAX Agency" respects your privacy. If you use this website or provide us with personal information through other means, you agree to this Privacy Policy. "MAX Agency" complies with the European Regulation 2016/679 of 27th April 2016 on the protection of personal data. She is hereby responsible for the processing of your personal data within the meaning of the General Data Protection Regulation (GDPR).

2. WHICH DATA?

Personal data are collected through this website via the login form and via the order or contact form.

You can be asked to enter your name (first name - last name), e-mail address, address, VAT number, telephone number and mobile phone number.

- Your first and last name, in order to be able to address you correctly;
- Telephone number: if there is extra information or questions we can contact you quickly;
- E-mail address: to confirm your order and payment and give you an overview of your order;
- Your address: to be able to complete the delivery;

The website places some cookies. For more details, refer to the cookie policy.

3. WHAT ARE THE DATA USED FOR?

The data are used to perform the contractually agreed activities. This information can be passed on to a partner in order to fulfill the delivery of the order. The user can also register via the newsletter. He/she must actively tick the newsletter box for this purpose. Permission can be withdrawn at any time. A newsletter can be sent to existing customers in case of legitimate interest, and without prior permission from the customer. An opt-out will be provided for each newsletter.

Your data will not be traded, sold, rented or passed on to third parties, except for certain selective processors who assist "MAX Agency" in the performance of their duties, such as the management software, the payment processing, accounting package and back-up service.

In rare cases, "MAX Agency" may have to disclose your personal data pursuant to a court order or in order to comply with other mandatory laws or regulations. "MAX Agency" will make reasonable efforts to inform you in advance in this respect, unless this is subject to legal restrictions. The personal data are stored and processed by "MAX Agency" for a period that is necessary in function of the purposes of the processing and in function of the contractual relationship between the "MAX Agency" and the user.

Services:

In order to provide services to our customers, we may process your personal identification data (name, (company) address, e-mail address, telephone number). We may also process other personal data that the customer shares with us for the execution of the agreement. In this context, we do not process sensitive personal data (e.g. personal data revealing your racial or ethnic origin, political opinions, religious or philosophical beliefs or trade union membership, genetic data, biometric data, data about your health or data about your sex life or sexual orientation).

The legal basis for the processing of personal data is the conclusion or performance of a contract (Article 6, §1, (b) GDPR);

We obtain these personal data directly from the data subject and/or via a third party.

We keep your personal data for as long as required to comply with our legal obligations, to provide our services correctly or because we have a legitimate interest in keeping your personal data (for longer).

Third parties with whom we collaborate for the storage and management of our data have access to this personal data (IT providers). A list of these third parties with whom we collaborate is available upon simple written request.

Invoicing and accounting:

For the purpose of invoicing and our accounting obligations, we may process your personal identification data (name, (company) address, e-mail address, telephone number, KBO number), financial data (bank account number, method of payment) and services provided. .

This data allows us to prepare our invoices, keep our accounts and comply with accounting obligations, including the preparation of annual accounts.

The legal basis for the processing of personal data is based on various legal obligations, such as those contained in the Code of Economic Law (art. I.1 WER, art. III.82 WER, art. III.89 WER and art. III.90 WER), the KB WV (double entry bookkeeping), the Companies and Associations Code (art. 3:1 WV) and the Income Tax Code (art. 320 WIB) (article 6, §1, (c) GDPR).

We obtain these personal data directly from the data subject and/or via a third party. For our invoicing and accounting purposes, we keep your personal data for as long as required to comply with our legal obligations, to provide our services correctly or because we have a legitimate interest in keeping your personal data (longer).

We share this personal data with our accounting firm, government services, social security agencies and banking and insurance companies. In addition, third parties with whom we collaborate for the storage and management of our data also have access to this personal data (IT providers). A list of these third parties with whom we collaborate is available upon simple written request.

4. SAFETY MEASURES

"MAX Agency" has developed security measures that are both technically and organizationally adapted, in order to prevent the destruction, loss, forgery, modification, unauthorized access or notification by mistake to third parties of personal data collected as well as any other unauthorized processing of these data.

By no means "MAX Agency" can be held liable for any direct or indirect damage resulting from the incorrect or unlawful use by a third party of your personal data. You must comply with the safety regulations at all times, for example by preventing any unauthorized access to your login and code. You are solely responsible for the use made of the website on your computer, IP address and of your identification data, as well as for the confidentiality thereof.

5. RIGHTS OF THE PARTIES CONCERNED:

You have the right to receive free of charge your personal data at any time, as well as the use made of "MAX Agency" with your personal data.

5.1 Right to correction, deletion and limitation

You are free to decide whether or not to communicate your personal data to "MAX Agency". In addition, you always have the right to request "MAX Agency" to correct, supplement or delete your personal data. You acknowledge that in case of refusal of communication or request for the removal of personal data, certain services may not be available. You may also request to limit the processing of your personal data.

5.2 Right to opposition

You have a right to opposition to the processing of your personal data for serious and legitimate reasons. In addition, you always have the right to oppose the use of personal data for direct marketing purposes; in that case you do not even have to give reasons.

5.3 Right to free data transfer

You have the right to obtain your personal data that you have provided to "MAX Agency" in a structured, current and machine-readable form and / or to transfer it to other responsible persons.

5.4 Right to withdrawal of consent

As far as the processing is based on your prior consent, you have the right to withdraw that permission.

5.5 Exercising your rights

You can exercise your rights by contacting "MAX Agency", either by email to info@maxagency.eu, by mail to Ingelandgat 31/301 9000 Gent or by using the contact form "Contact us" on the Website, with the addition of a copy of your identity card.

5.6 Automatic decisions and profiling

The processing of your personal data does not include profiling and will not be subject to automated decisions by "MAX Agency".

5.7 Right to file a complaint

You have the right to lodge a complaint with the Belgian Data Protection Authority, Drukpersstraat 35, 1000 Brussels, Tel +32 (0) 2 274 48 00, Fax +32 (0) 2 274 48 35, e-mail: commission@privacycommission.be. This is without prejudice to a provision for a civil court.

6. HYPERLINKS

This website may contain hyperlinks to websites of other parties. It is also possible that websites of other parties contain hyperlinks to this website. "MAX Agency" is not responsible for the privacy policy of the websites of those other parties, neither for the use of cookies on those websites.

7. MODIFICATIONS

This Privacy Policy is subject to modification. We advise you to regularly read this Privacy Policy for possible changes.

Last updated version: 12/11/2023

COOKIE POLICY

WHO?

“MAX Agency”

Ingelandgat 31/301

9000 Gent

<https://www.maxagency.eu>

e-mail: info@maxagency.eu

VAT BE 0762.770.287

WHAT ARE COOKIES?

Cookies are small data or text files that are placed by websites onto your local computer. Such cookies can have different purposes: for example, you have technical cookies (for example with language settings), session cookies (temporary cookies) and tracking cookies (cookies that follow and track your behaviour on the website, in order to provide you with a more optimal user experience).

A cookie contains a unique code that allows you to recognize your browser during a visit to the website or to improve your user experience on repeated visits to the platform.

Cookies can be placed by the server of the website you are visiting or by a partner with whom this website cooperates. The server of the website can only read the cookies that it has placed itself. He has no access to other information that is on your computer or mobile device.

The content of a cookie usually consists of the name of the server that placed the cookie, an expiry date and a unique numeric code. Cookies generally make the interaction between visitors and the website easier and faster and help visitors navigate between different parts of the website. Cookies can also be used to personalize the content of the website to the user.

More information about the types of cookies can be found at www.allaboutcookies.org.

“MAX Agency” MAKES USE OF FOLLOWING COOKIES:

1. Necessary cookies

These cookies are indispensable for visiting our websites and for using certain parts of them. These cookies allow you, for example, to navigate between the different parts of the website or, for example, to fill out forms and discuss them on our platform. If you refuse these cookies, certain parts of the website may not work or will not work optimally.

2. Functional cookies

The functional cookies are the cookies that facilitate the functioning of our websites and make it more pleasant for the visitor and ensure that you get a more personalized surfing experience. For example, the website uses a registration or a newsletter. These cookies can be used to recognize you if you visit the website again and save your registration data or remember your preferences that you have indicated on the website.

3. Third party cookies

This website uses the following Third-party cookies:

- Google Analytics

For more information, visit https://www.google.be/intl/en_about/policies/privacy, for opt-out: <https://tools.google.com/dlpage/gopout?hl=and>.

This cookie has been set up privacy friendly in accordance with the manual of the Dutch Data Protection Authority

(https://autoriteitpersoonsgegevens.nl/sites/default/files/atoms/files/gids_privacyvriendelijk_instellen_google_analytics_mrt_2018.pdf).

MANAGEMENT OF COOKIES

You can refuse the installation of cookies via your browser settings. Disabling cookies may mean that you can not use certain features of the website. On the following website you can find the method to refuse cookies for the most used browsers: <http://www.aboutcookies.org/>

You can also delete the already installed cookies from your computer or mobile device at any time.

If you want to fully experience the website without restrictions, make sure cookies are enabled in your browser. To enable cookies, you must perform the following actions:

For browser – Microsoft Internet Explorer

- In Internet Explorer, click on 'Internet Options' in the 'Tools' menu.
- On the 'Privacy' tab, move the settings slider to 'low' or 'accept all cookies' (setting above 'medium' disables cookies).
- Click on 'OK'.

For browser – Mozilla Firefox

- Click on 'Firefox' in the upper left corner of your browser and then click on 'Options'.
- On the 'Privacy' tab, make sure that 'Inform websites that I do not want to be tracked' is not checked.
- Click on 'OK'.

For browser – Google Chrome

- Click on 'Extra' at the top of your browser window and choose 'Options'.
- Click on the 'Under the Hood' tab, look for the 'Privacy' section and select the 'Content settings' button.
- Now select 'Allow local data to be set'.

For browser – Safari

- Click on the 'Cog' icon at the top of your browser window and select the 'Preference' option.
 - Click on 'Security', then check the option that says 'Block third-party cookies and advertising cookies'.
- Click 'Save'.

In case you would still have any questions or remarks regarding cookies after reading this Cookie Statement, you can always contact us via info@maxagency.eu.

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