



macolines
TECHNICAL DRAWING

Privacy statement

Macolines

Last revision: 16 May 2018

Last approved by the Board: 18 May 2018

Macolines Privacy Statement

(last revised on 16 May 2018)

General

This Privacy Statement concerns the processing of your personal data as part of the use of our website <https://www.macolines.com/> and the associated services. This processing will always take place as Macolines BVBA as the controller, with registered offices in 3980 Tessenderlo, Industrieweg 45, company number BE 0671.723.713.

Protecting the personal data of customers and visitors is very important to Macolines. This is why we do everything we can to guarantee the protection of data and act in compliance with the General Data Protection Regulation (GDPR) when we process your personal data. Macolines will always act as the Controller with respect to the processing of personal data on our website <https://www.macolines.com/>.

Specifically, Macolines will always treat the personal data in a lawful manner for determined purposes. We will do all that is necessary to never ask more personal data than necessary for the purposes and to not keep these personal data longer than necessary. Finally, Macolines will take suitable technical and organisational measures that ensure an adequate level of security to protect the personal data against unauthorised or unlawful processing and accidental loss, destruction or damage.

You can always contact the Macolines Data Protection Team at gdpr@macobo.be for more information.

This Privacy Statement was last updated on 16 May 2018. Macolines reserves the right to make changes to this Privacy Statement at its sole discretion. It will always inform its visitors of any updates.

Personal data

We define the processing of personal data as *any operation or a set of operations involving personal data or a set of personal data, whether or not by automatic means such as collecting, recording, organising, structuring, saving, processing or changing, requesting, consulting, using, providing by means of sending, distributing or any other way of disclosing, aligning or combining, securing, deleting or destroying of data.*

In accordance with current legislation, we consider personal data *any information related to an identified or identifiable natural person ('the subject'); an identifiable person is a person who can be identified, directly or indirectly, in particular by reference to an identifying factor such as a name, an identification number, location details, an online identifier or one or more elements specific to that person's physical, physiological, mental, economic, cultural or social identity.*

Examples of personal data are a name, address or e-mail address, but also your IP address.

Why do we process your personal data?

Macolines will process your personal data for the following purposes:

Processing purposes	Legal ground
Processing your request submitted through a contact form, by mail, by phone or through social media	Legitimate interest: to answer your question.
Direct marketing purposes to provide you with individual communication, promotions, offers and other advertisements provided by us or our selected partners.	Legitimate interest: to inform you about our offers
To inform you using periodic newsletters	Permission
Client management	Implementing an agreement
Internal purposes such as audits, data analysis and research to improve products, services and communication	Legitimate interest

With whom do we share your personal data?

We will not share your personal data in an identifiable form with third parties unless we are required to do so by law or unless you have given your explicit permission.

Macolines reserves the right to anonymise the personal data and transfer them to other organisation that may use them to improve products and services and to provide tailored marketing, presentation and sale of products and services.

Macolines will do all that is necessary to only process the personal data within the European Economic Area, except with respect to the following processors:

- MailChimp

These forms of transfer are subject to the EU – US Privacyshield. They will do all that is necessary to adequately protect your personal data outside the EEA

How long will we keep your personal data?

Your personal data will only be processed for as long as this is necessary for the purposes described in this Privacy Statement or until you withdraw your permission for the processing. In this case, we will do all that is necessary to cease the processing of your personal data as soon as possible.

What rights can you exercise as a data subject?

You, in your role as data subject, have the right to access all personal data about you processed by Macolines.

You also have the right to request rectification of incorrect or inaccurate personal data

If the processing of your personal data takes place based on permission, you will always have the right to withdraw this permission. You can do this by contacting our Data Protection Team at gdpr@macobo.be.

You, in your role as data subject, have the right to request the removal of your personal data once these are no longer necessary for the purposes of this Privacy Policy or if you withdraw your permission for the processing. However, this right cannot be exercised if Macolines is required to continue processing these personal data based on another statutory provision.

If you want to exercise the above rights of data subjects or have any other questions, you can always contact our Data Protection Team at gdpr@macobo.be. You will always need to identify yourself in a suitable manner if you wish to exercise your rights. If you send your request by e-mail, we can, for example, identify you based on this e-mail address if it has been previously provided to us.

If you are not satisfied with the handling of your request, you can always submit a complaint to the competent data protection authority, in this case the Data Protection Authority in Belgium. You can always find more information on www.privacycommission.be.

Cookies

Our website <https://www.macolines.com/> uses cookies. Cookies are small information files that are stored on the hard disk of your computer. This information makes your visit to the site faster and more efficient. If you turn off the use of cookies in your browser, we cannot guarantee the correct operation of the website. The cookies are mainly used to track your session and to improve your experience on our website.

Our website also uses tracking cookies that analyse your browsing behaviour so that we can inform you about Macolines activities that you may find interesting. This analysis will take place using Google Analytics. This processing of your personal data will only take place based on your permission. You will always have the option to withdraw your permission.

What cookies do we use on <https://www.macolines.com/>?

Macolines uses different types of cookies. More information about the properties of the different cookies can be found in the following table:

Personal data	Processing purpose	Name	Type	Legitimacy	Retention period
No personal data	Advertising cookie by Google: registers behaviour after seeing/clicking an advertisement for analysis.	IDE	Non-functional	Permission	Expires after 1 month
No personal data	Enables sharing messages on LinkedIn.	Bcookie, bscookie	Non-functional	Permission	Expires after 2 years
No personal data	Enables sharing messages on LinkedIn.	lidc	Non-functional	Permission	Expires after 1 day
No personal data	Used for the 'Follow on LinkedIn' button.	IN_HASH	Non-functional	Permission	Expires after the end of the session
Preferred language is linked to profile	Remembers the language selected by the visitor.	FluentLocale	Non-functional	Permission	Expires after 3 months
Preferences are linked to profile	Remembers preferences and settings.	PHPSESSID	Non-functional	Permission	Expires after the end of the session
No personal data	A cookie by YouTube which measures your bandwidth to determine if you will be shown the new or	VISITOR_INF O1_LIVE	Functional	Legitimate interest: operation of website	Expires after 6 months

	the old player interface.				
No personal data	A cookie by YouTube that stores your user preferences.	PREF	Non-functional	Permission	Expires after 8 months
No personal data	Enables visitors to watch YouTube videos on the website.	YSC	Functional	Legitimate interest: operation of website	Expires after the end of the session
No personal data	This cookie is placed by YouTube on pages with an embedded YouTube video.	Remote_sid	Functional	Legitimate interest: operation of website	Expires after 8 months
No personal data	Remembers the choice the visitor made concerning the cookie.	Cookiesplease_status	Functional	Permission	Expires after 1 year