



# inMare

## PRIVACY POLICY

**INMAR S.A.** (“**INMARE**”, “**we**”, “**us**” or “**our**”) is registered as a data controller under the Data Protection Act and is the sole owner of the information collected on inmare.be (the “Website”). We are committed to protecting the personal information we collect from you, which we use to enhance your experience of using the Website, to process any orders you may place with us, and to provide you with any other services you may request. This Privacy Policy sets out how the information we collect from our Website is used, allowing you to make informed choices about the personal information you provide via this Website. Your continued use of this Website signifies your acceptance to be bound by the terms of this Privacy Policy.

### **CUSTOMER INFORMATION**

When you purchase products and services from our Website we will collect the following information:

Your name;

Birthay (as exclusive member)

Your email address;

Your telephone number;

Your credit/debit card address;

Your delivery and invoice address (if different);

Credit/debit card number, expiry date, issue number and other related details; and

Details of the products or services which you use and/or purchase.

### **HOW WE USE YOUR CUSTOMER & EXCLUSIVE MEMBER INFORMATION**

When you provide us with the above information, it may be used for a number of different purposes, which are listed below:

**Administration and customer orders:** Some of the basic customer information you provide us with, such as your full name and billing/delivery addresses is necessary to enable us to provide a service to you and to ensure that any orders you place on the Website are delivered correctly.

**To enable customer services:** We ask for your contact details, such as your e-mail address and telephone number, to enable us to resolve any queries you may have about using the Website and to enable us to keep you informed on the status of your order.

**Direct Marketing:** During the customer registration process, you will be given an option to receive information from time to time about our products and services, such as e-mails advising you of new products, services and promotions. If you wish to opt in to receive these additional services, you will be asked for further

information, such as for example your birthday (for exclusive member subscription), ensures that the information we subsequently send is relevant to you.

To understand our customers' needs: Any additional information that we request is intended to assist us in understanding our customers and their needs better. This is important to enable us to continue improving our service to you. We also learn about our customers by tracking their movements around the Website and collecting information about their buying habits. Individuals are not identified, but the results of customers' shopping habits and preferences are analysed en masse. Please read the paragraph below about "cookies" for more information on this.

Please note, in the case of visitors to the Website who are not registered users, the information collected is anonymous and does not therefore enable us to identify you as an individual.

## **HOW LONG WE WILL KEEP YOUR INFORMATION?**

We will continue to keep and use your information for as long as you are registered as a customer or exclusive member of the Website in our files. You may choose to cancel your registration at any time by contacting our customer services team on the [CONTACT US](#) section of the site. This will not erase your information from our database as your information is still required:

To ensure that any outstanding orders you have placed can be processed to completion; and

To enable us to contact you in the event of an emergency such as the urgent need to recall a product.

Otherwise, your information will not be accessed again and it will remain secure.

If you cancel your registration you will no longer be able to receive e-mails from us, although any outstanding orders you have placed will be processed as normal.

## **UPDATING YOUR INFORMATION**

You can at any time, change and update the information you have provided to us, by logging into the site, visiting 'My Account' and selecting the edit details option.

## **WHAT TO DO IF YOU DO NOT WANT TO RECEIVE INFORMATION?**

You can choose not to receive marketing information. In this case you should un-tick the tick box provided on the customer information sheet or if you are already a registered exclusive member of Inmare, please send an email stating that you wish to unsubscribe to: [info@inmare.be](mailto:info@inmare.be).

## **IS IT SAFE TO GIVE INMARE ONLINE MY PERSONAL INFORMATION?**

We have made every reasonable effort to ensure that we protect your personal information. INMARE has a Secure Server Digital Certificate in respect of the Website, which confirms that the Website is a legitimate website, which establishes an encrypted communication channel with you when you submit personal details, protecting any information you send.

## **FRAUD PREVENTION**

INMARE reserves the right to pass on any customer information to third parties in order to assist in the prevention and detection of any fraud.

## **ABOUT COOKIES**

Cookies are small files in your computer's web browser that enable website providers to recognise your computer when you visit their websites. We use this tool to help collect information, such as how many people visit and return to the Website, what products are being bought, and to make certain parts of the Website function properly. We also use cookies to identify you, so as to make using the Website easier for you. For example, cookies allow us to save your password to save you retyping it every time you visit the Website. If you have "disabled" cookies in your browser you may experience technical problems with some parts of the site (e.g. you might have problems filling your basket).

For independent information about cookies please visit [www.aboutcookies.org](http://www.aboutcookies.org).

## **DISCLOSURE OF DATA TO THIRD PARTIES**

Your name, credit/debit card address, credit/debit card type and credit/debit card details will be disclosed to BCC Bank Card Company an Atos Worldwide Brand – Haachtsesteenweg 1442 – 1130 Brussels to validate your payment.