



# Privacy statement Q-Petfood

## Introduction

This is the privacy statement of Q-Petfood, a brand that produces natural pet food for dogs and cats that is marketed under the Smuldier and Petfoodie brand name. For the purposes of this service, we process personal data of web visitors, (potential) customers and suppliers. We handle this data with care and make sure it is secure. This seems only logical to us. What data we ask for and what we need them for is described in this privacy statement, as well as what your rights are, with whom we share data and how long we keep these data.

## Controller

The organisation responsible for the processing of personal data is Q-Petfood B.V. (hereinafter for convenience referred to as Q-Petfood) and all its affiliated companies registered with the Chamber of Commerce under number 84274050 and located at Aaltenseweg 63, 7051 CN in Varsseveld.

## What data does Q- Petfood process?

- Q-Petfood processes the following categories of personal data:
- Contact and name and address details;
- Organisation, department
- Sector
- Gender;
- Function;
- Date of birth;
- IP address;
- Company details;
- Different delivery address;
- Financial data (for payment and participation in promotions);
- Order and contact history;
- Participation details for activations;
- Open and click behaviour on the newsletter;
- Data on the use of our websites or apps. For example an IP address, the version of the operating system and settings of the device used to visit the website, as well as website usage data such as time of visit, searches used within the sites and topics viewed.
- Web visit: With the help of cookies, Q-Petfood can indicate and target relevant target groups and segments on the basis of website behaviour. You can read more about this in our cookie statement.
- In some cases, Personal Data may be validated or combined by Q-Petfood with information from external sources. This is how we keep our data up to date.
- Other data provided to Q-Petfood, for example in the context of complaint handling or other contact requests.



## **What does Q-Petfood process personal data for?**

Q-Petfood processes your personal data in the context of efficient and effective business operations of Q-Petfood and affiliated brands, in particular in the context of carrying out the following activities:

- The application, conclusion and/or performance of an agreement to supply our products or other related services;
- Maintaining contact with customers regarding the services purchased and their performance;
- Collecting and processing data of customers, leads and prospects for (direct) marketing purposes including informing about other relevant products and/or services of Q-Petfood;
- Complying with legal obligations and retention periods;
- Performing creditor and debtor control;
- Handling queries, complaints and disputes;
- Optimising the operation of online web pages;
- Performing analyses for the purpose of management information, product and service development.
- Determining (general) strategy as well as statistical and scientific purposes.

## **Foundations for data processing**

In order to process personal data, the processing must be based on one of the bases in the privacy legislation (AVG). Q-Petfood processes personal data:

- To give effect to an agreement- we process certain data to give effect to an agreement with our customers.
- To comply with a legal obligation incumbent on us - for example, based on fiscal legislation, we must keep our financial records for at least 7 years.
- With your permission - we ask permission to approach you with our marketing communications, for example by placing cookies or for sending you our e-mail newsletter.
- Because this is necessary for a legitimate interest of Q-Petfood: this is the case, for example, for analyses for the purpose of efficiency and quality management.

## **With whom does Q-Petfood share personal data?**

### **Suppliers**

Q-Petfood may involve other parties in the performance of its services, for example software suppliers, delivery services or the website administrator. Insofar as these third parties process personal data in the performance of their services, they do so in the capacity of processors for Q-Petfood. We conclude agreements with all processors which guarantee privacy and IT security.

### **Authorities**

Based on a legal obligation or at the request of the courts, this data may also be transferred to authorities (police, tax authorities, etc.).

### **Transfer outside the European Union**

Q-Petfood may share personal data with organisations in Europe, but sometimes also with parties outside the so-called European Economic Area (EEA). If it involves companies outside the EEA, Q-Petfood will only share personal data if its protection is sufficiently guaranteed.



## Your rights

### Right of access

You have the right at any time and free of charge to inspect your personal data and to be informed about how it is processed. The right to access includes: information that Q-Petfood uses your personal data, what data is involved, for what purpose, to whom data has been provided and its origin (if known)..

### Right to correct personal data collected

You have the right to request correction of your personal data. The right to correction means that you may ask Q-Petfood to correct, supplement, delete or block personal data. This can be done if the personal data is factually incorrect, incomplete or irrelevant to the purpose for which it was collected, or otherwise used in violation of a law.

### Right to oblivion

If it is no longer necessary for Q-Petfood to keep or process your data, you can request to stop (or limit) the processing of personal data or erase all or part of the personal data. We cannot always comply with this request. For example, if you have been a client of ours, the tax authorities require us to keep financial data for 7 years. Also, if you request that we no longer approach you with marketing, we need to remember your data precisely in order to exclude you from our future campaigns. If we do not comply with your request, we will of course give you the reason

### Right to data portability

You can, if you wish, receive data you have provided to us in a machine-readable format, for example because you want to pass it on to another body.

### Right to object

Insofar as the processing of personal data is based on the legitimate interests of Q-Petfood (and not on other processing grounds), you have the right to object to the processing of the personal data. For example, you can object to receiving targeted information about our services. If you wish to exercise your rights, please email [info@q-petfood.com](mailto:info@q-petfood.com).

## How long does Q-Petfood keep personal data?

Q-Petfood stores personal data for as long as is necessary to provide services to you, is legally permitted or until you withdraw your consent or submit a request to delete your data. We retain financial data for at least 7 years after the close of the financial year.

## How does Q-Petfood secure personal data?

Q-Petfood takes appropriate technical and organisational measures to secure personal data against unauthorized secure against unauthorised access, (inadvertent) destruction or dissemination or any other form of misuse. We use secure connections. Data is always sent encrypted, both to internal and authorised external parties. Within Q-Petfood, personal data is only accessible to employees who are authorised to do so by virtue of their position on the basis of a least privileged principle.

## Intellectual property rights

Everything on the websites Q-Petfood.com belongs to us. This applies to texts, logos, illustrations and photos. We created these or the images have appeared on our websites with the consent of the creator or the person depicted. As a visitor, you cannot therefore simply copy, reuse or publish the material on our sites. If you want to do so anyway, please ask us if it is allowed. Send an e-mail to [info@q-petfood.com](mailto:info@q-petfood.com).



# Cookie statement

To serve you better and more personally, Q-Petfood uses cookies and similar techniques such as web beacons and fingerprinting on its websites, hereafter we simply say 'cookies'. With these, we and other parties track your internet behaviour within our site(s). And based on browsing behaviour, we show ads that match your interests. We also share cookies with social media parties, so you can follow us, like us and share posts and photos.

## General

We place these cookies

- Functional - Necessary for the functioning of the website
- Analysis - For analysis purposes to improve the website
- Affiliate - To measure the effectiveness of advertisements
- Social Media - For the functioning of like buttons
- Marketing - To tailor information and advertisements from us and other parties to your interests. We store your settings in a cookie. If you remove cookies from your browser, your choice cannot be recognised and we ask your permission to use cookies again.

## Functional cookies

These are necessary for our website to function. You cannot therefore refuse them. For example, these cookies save your browser settings so that our website can be viewed in the best possible way, or so that the website remains accessible (load-balancing) to recognise your language or country, to see whether you are visiting our website from a PC, tablet or phone and adjust your user experience accordingly, but also cookies that ensure that no other cookies may be placed (no-follow).

## Google Analytics

Q-Petfood uses analytical cookies to collect information such as the date and time someone visits our websites and which pages you view on them. Q-Petfood uses this data to improve our websites, to compile 'traffic' statistics (such as the times of day or days of the week when the websites attract the most visitors) and to measure the popularity of the various parts of the site. With these cookies, we measure the effectiveness of the website and the information displayed; we do not measure individual browsing behaviour. Using this information, we try to make the website ever so slightly better. We set these cookies so that they have little impact on privacy. We therefore do not need to ask permission for them. They are placed with every visit.

- Google analytics ( `_gat`, `_gid`, `_ga` ), : We use these cookies to measure the use of our websites. This cookie is set privacy-friendly.

**Storage period:** session, 2 years

*You can install the 'Google Analytics Opt-out Browser Add-on' to prevent our websites from forwarding information about your visits to Google Analytics.*



## Hotjar cookies

With Hotjar cookies, Q-Petfood gains better insight into visitor behaviour on the website and we can A/B test certain content. Examples include tracking visitors' click and scroll behaviour and monitoring the dropout during and duration of certain registration processes, such as signing up for our newsletter. Q-Petfood only uses this data in aggregate and cannot trace it back to a computer or individual.

- **Hotjar cookie:** (`_hjAbsoluteSessionInProgress`, `_hjFirstSeen`, `_hjIncludedInPageviewSample`, `_hjIncludedInSessionSample`\*, `_hjSessionUser`\*, `_hjSession`\*) We use the Hotjar (Java) script to gain insight into website usage in order to continuously improve the website. The Hotjar script generates anonymous heatmaps based on mouse clicks and scroll movements, showing how a single page or multiple pages (in a funnel) are used.

**Storage period:** up to 1 year

*Hotjar allows visitors to set so-called 'do not track' signals in the browser.*

## Sociale media cookies

### Share buttons

On our website, we display a button with links to the social network LinkedIn, so that you can easily find and share information. These share buttons are not pieces of code from the social media themselves and do not use cookies.

### Marketing and personalisation cookies

Q-Petfood uses cookies to make our sites more relevant by tailoring content to the interests of our visitors. These types of cookies are also known as tracking cookies. We post expressions through Google and LinkedIn platforms. Cookies allow us to offer relevant information to people who have already shown interest in our work on other websites or apps. Marketing cookies also allow us to measure and analyse previous usage behaviour.

LinkedIn Pixel (`_li`): JavaScript code that tracks which pages visitors to Q-Petfood view.

This allows Q-Petfood to measure the use of its website(s) and learn about its target groups. For example, visitors who have previously visited our website may be shown an ad on Facebook. Our ads can also be shown to similar target groups who have not yet visited our website. In addition, conversion can be tracked. Q-Petfood can no longer use the data after 180 days.

### Browser settings

If you do not want websites to place cookies on your device with which you view the website, you can adjust your browser settings. Before a cookie is placed, you will receive a warning and must give your consent for the cookie. Failure to do so may result in a reduced website experience. You can adjust your browser settings so that your browser refuses all cookies, including those from third parties. You can also delete placed cookies. To do this, you must adjust the of your browser via preferences and then you can adjust the privacy settings.



# Disclaimer

By using the website, you agree to the disclaimer. Q-Petfood reserves the right to change the content of its website and/or this disclaimer at any time without informing its customers and/or users of the website of this change. The content of the website has been compiled with the greatest possible care, but may nevertheless contain possible inaccuracies or be incomplete.

Q-Petfood accepts no liability whatsoever for damage caused by or resulting from the use of the website. Use of this website is entirely at the risk and expense of a user of the website. No rights can be derived from the content of the website. All texts on the website are protected by copyright and are the property of Q-Petfood insofar as they do not belong to third parties.

## Questions

If you have any questions or comments about Q-Petfood's privacy statement, please direct them to [info@q-petfood.com](mailto:info@q-petfood.com).

## Complaints

We are happy to help you if you have a complaint about our organisation. You can send an e-mail to [info@q-petfood.com](mailto:info@q-petfood.com). Under privacy legislation, you also have the right to lodge a complaint with the Personal Data Authority about our processing of personal data. You can contact the Personal Data Authority for this purpose using [this form](#).

## Changes to privacy statement

Q-Petfood reserves the right to make changes to this privacy statement.

April 2023