



# LION PRODUCTS®

*everything and more*

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## **Privacy policy Lion Products**

### **Who are we?**

Lion Products, with registered office at 2820 Bonheiden, Gestelhoflei 6, RPR Antwerpen, afdeling Mechelen, 0821.993.638 is responsible for the processing of personal information as indicated in this privacy policy.

Our contact details are:

Lion Products  
Gestelhoflei 6  
2820 Bonheiden  
contact@lionproducts.be  
Telefoon: +32 (0)15 347 962

### **Which data do we process?**

Lion Products collects and processes the following personal information, which it directly receives from you:

- Personal contact information, including all information that Lion Products needs to contact you personally (such as your name, postal address, e-mail address, and telephone number);
- Sending and invoice information;
- Data regarding your orders and purchases from Lion Products, including order data;
- Your payment history.

### **Why do we process your data?**

We will use the information you provide:

- to be able to process the goods ordered by you, including to deliver our goods to you;
- in the context of invoicing;
- in the context of supplier and customer management;
- for monitoring solvency;
- sending newsletters and possible advertising messages;
- In the context of possible loyalty programs.

### **On what grounds do we process your data?**

We will process the data that you provided us for the abovementioned purposes because:

- it is necessary to execute the contract to which you are a party to;
- we have a legitimate interest in doing so, and in particular the data processing is part of the normal operations of Lion Products, while strictly supervising the processing of data that is strictly necessary for the purpose for which it processes this data.

### **To whom do we transfer your data?**

Lion Products does not pass along personal data, except as described below. We can share your personal data with:

- Service providers who perform services on our instructions, such as:
  - o to the partner with whom cooperation takes place within the framework of marketing initiatives, to this extent Mailchimp is used to keep you informed of our current actions, you can always unsubscribe at any time via the e-mail address below.
  - o to the partner with whom you cooperate in the context of loyalty programs.
- Companies that belong to the group of companies to which Lion Products belongs, for example to process orders;

We reserve the right to transfer personal data in the event that we sell or transfer our business or assets in whole or in part. Should such a sale or transfer take place, we will make reasonable efforts to persuade the transferee to use the personal data you provided us in a manner that is consistent with our privacy policy.

### **How long do we keep your data?**

Lion Products will not store your personal data for the stated purpose for longer than necessary, taking into account our requirement to answer questions and solve problems, improve services and to offer new services, and comply with legal requirements.

This means that we can store your personal data after your last interaction with Lion Products for a maximum period of 10 years. When the personal information we collect is no longer required, we will destroy or delete it in a secure manner.

### **What rights do you have?**

You have certain rights and choices regarding the personal data we collect from you. You have the right in principle to view, correct or delete your personal data.

In addition, you have the right to withdraw your consent to the data processing or to object to the processing of your personal data by Lion Products.

You can in any case oppose the processing of your personal data with a view to direct marketing.

You have the right to data portability. This means that you can submit a request to us to send the personal information we have in your computer file to you or another organization mentioned by you.

You have the right to limit the processing of your personal data if (i) you dispute the accuracy of the personal data, (ii) the processing is unlawful and you oppose the deletion of the personal data, (iii) we no longer need your data for the processing purposes, however you still need it for the establishment, exercise or substantiation of a legal claim, (iv) you objected to the processing on the grounds of the legitimate interests of Lion Products

You can send a request for inspection, correction, deletion, data transfer or limitation of your personal data or request for cancellation of your consent or objection to the processing of your personal data to [contact@lionproducts.eu](mailto:contact@lionproducts.eu).

To ensure that the request for access has been made by you, we ask you to send a copy of your ID with the request. Please ensure that your passport photo, MRZ (machine readable zone, the strip with numbers at the bottom of the passport), passport number and citizen service number (BSN) is made black in this copy. This is to protect your privacy.

Lion Products will respond as soon as possible, but within 30 days, at your request.

Lion Products also wants to point out that you have the possibility to file a complaint with the national supervisor. You can do this through the following contact details:

Commission for the protection of privacy

Drukpersstraat 35, 1000 Brussels

+32 (0) 2 274 48 00

+32 (0) 2 274 48 35

[commission@privacycommission.be](mailto:commission@privacycommission.be)