

## **Privacy Statement Pink Cloud B.V.**

Pink Cloud B.V. processes personal data. We respect your privacy and aim to carefully and safely use your personal data within the limits set by law. In this Privacy Statement we describe who we are, how and for which purposes we process your personal data, how you can exercise your privacy rights and all other information that can be relevant to you.

If you have any questions about our use of your personal data after reading this Privacy Statement, you can of course always contact us: [info@bednest.eu](mailto:info@bednest.eu)

We recommend you to also read our separate Cookie Statement. In this Statement, we describe our use of cookies.

Finally, we would like to point out that our service provisions develop and with this also our Privacy Statement. We recommend you to regularly check if there has been any modification to the Privacy Statement.

### **Who are we?**

Pink Cloud B.V., Nijverheidswerf 25, 1402 BW Bussum, the Netherlands.  
With regard to the activities as described in this Privacy Statement, Pink Cloud B.V. can be qualified as 'Controller' within the meaning of the law.

### **What personal data does Pink Cloud B.V. collect from you?**

Pink Cloud B.V. collects several categories of personal data:

- Personal and contact details (for example name, shipping and billing to address, email address, telephone number)
- Company details (for example postal address, VAT number and Chamber of Commerce number)
- Account details (for example username and password)
- Purchase details (for example date of purchase and type of product)
- Marketing and market research preferences (for example whether you have registered or signed off for e-mail offers and/or our research survey)
- Device information (for example: IP-address, language and browser settings, timezone, screen resolution, operating system)
- Interaction details including pictures (for example your contact with our customer service, digital and/or written correspondence and for instance when you upload pictures to support your service requests)

When you purchase a product, you will also receive a request to provide your payment details. Those personal data will be collected and processed directly by our third party payment provider. These third parties are responsible for processing your payment details within the limits set by law. Pink Cloud B.V. does not have access to your payment details and those personal data will not be collected and/or processed by us. Thus, this Privacy Statement does

not apply to the aforementioned process activity. For more information about the way your payment details are collected and processed, we refer to the privacy statement on the websites of pay.nl.

We receive the categories of personal data as described above directly from you.

### **Personal data about others directly provided by you**

It is possible that you share personal data about other persons with us. For example, address or contact details of others when you provide us with alternative shipping addresses during the checkout. We draw your attention to the fact that it is your own responsibility to verify whether those persons approve of the disclosure of their personal data to Pink Cloud B.V.

### **Personal data we receive from third parties**

We can receive (inter alia) additional personal data, for example with the help of social media platforms or services of third parties, in so far as it is permitted by law. The limits set by the law can, for example, require your given consent in advance.

When you communicate or interact with or about us via social media (for example when you post a message, upload media, or press the 'Like' button) we can (or third parties acting on our behalf) collect personal data about you (information contained in your public profile such as your (user)name, profile picture, gender, age range, country, e.g.). We don't store this information. We use this information to enhance our presence on these platforms and identify the interests and preferences of our (future) customers.

### **For what purposes does Pink Cloud B.V. processes your personal data?**

Pink Cloud B.V. collects and processes your personal data for: the performance of the agreement(s) as entered into with you, administration, service, communication and (personalised or not) marketing, fraud investigation, quality and management purposes and to fulfil all legal obligations.

Below you find more detailed information about the different purposes:

**Performance of a contract.** To prepare, effect, perform and (possibly) terminate the agreement(s) as agreed upon between you and Pink Cloud B.V.

**Administration.** For the performance and monitoring of the administration of Pink Cloud B.V. in a broad sense.

**Service, communication, marketing and personalisation purposes.** For the performance of customer service, to make (possible personalised) offers, and/or to provide and share information about activities of Pink Cloud B.V.

**Quality and management purposes.** To monitor and improve the quality of the services, products, processes and systems, to inform management and to perform internal reviews.

**Legislation and regulation.** For identification, to counter fraud, to perform audits, to secure safety within the company and to comply with legislation and regulation.

### **On which legal ground does Pink Cloud B.V. base the processing of your personal data?**

The processing of personal data is only lawful when it is based on one of the by law exhaustive listed grounds. Pink Cloud B.V. relies on three of those legal grounds. Our processing activities take place for the benefit of performing a contract, and/or a legitimate interest of Pink Cloud B.V. or your given consent.

*Performance of a contract.* We use your personal data to perform the necessary steps before entering a contract and to perform the contract we entered into together with you.

*Legitimate interest.* We use your personal data also for Pink Cloud B.V.'s legitimate interests. Under the following headline you can read more about the legitimate interests of Pink Cloud B.V.

*Given consent.* With your given consent we are allowed to use your personal data for certain marketing purposes and/or to support us in our market research. You can always withdraw your given consent. Under the headline 'Can you withdraw your given consent later on?' you can read how to do so.

### **What legitimate interest of Pink Cloud B.V. makes the processing of your personal data lawful?**

For Pink Cloud B.V. the processing of your personal data is necessary to create and maintain a lasting relationship with its customers, to monitor and improve its products, services and processes and to protect its reasonable corporate interests. For example, to inform its customers about new products, services and activities, to ask consumers to provide us with feedback on our products, to prevent security incidents and abuse of our applications or to protect Pink Cloud B.V.'s interests in (possible) legal proceedings.

You can easily inform us when you no longer want to receive communication of Pink Cloud B.V.. Of course you can always contact us directly at: [info@bednest.eu](mailto:info@bednest.eu)

## **Whom does Pink Cloud B.V. provide your personal data with?**

Pink Cloud B.V. can provide your personal data to third parties in accordance with this Privacy Statement and in so far as permitted by law. Without your explicit consent Pink Cloud B.V. does not provide your personal data to third parties for their own marketing purposes.

Your personal data can be received by the following categories of recipients:

**Authorities** For example, supervisory authorities, Tax and Customs Administration, police and other statutory bodies. We may provide your personal data:

- To comply with a statutory obligation or court order; or
- If necessary to prevent, trace or prosecute criminal acts; or
- If necessary to enforce our policies, or to protect the rights and freedom of others.

**Business service companies** To provide our services we use third parties. For example a transportation company which is requested by Pink Cloud B.V. to deliver the product you have purchased or an online payment provider to that is requested by Pink Cloud B.V. to handle online payments. In addition, we also may engage third parties such as analytic companies, advertising agencies and social media platforms to analyse the data regarding your website use, to perform possible personalization of the website and communication, and the display of relevant offers and advertisements.

**Other** Each third party to which we – with your given consent – provide your personal data (for example within the context of a collaboration), and/or to which Pink Cloud B.V. now or in the future forms part of as a result of a restructuring, merger or acquisition.

In so far as these third parties process your data they do so in the capacity of processor for Pink Cloud B.V. Pink Cloud B.V. has taken the necessary measures to ensure that your data is exclusively used for the above purposes.

## **How do we protect you data?**

We always try to adopt the best measures to protect your data against loss, theft and unauthorised access.

## **Is your personal data being transferred outside the EU?**

When needed your personal data can be transferred and/or processed outside the European Union. Pink Cloud B.V. will take all necessary measures to secure that the transfers only take place within the limits set by law.

All European countries are bound to the same set of statutory rules. These need to secure a consistent level of protection when processing personal data within the European Union.

Pink Cloud B.V. is allowed to (lawfully) transfer your personal data to countries based on a so-called 'adequacy decision'. An adequacy decision is a decision of the European Commission that states that the country in question ensures an adequate level of protection with regard to personal data.

The (lawful) transfer of personal data to other countries will only be carried out after the appropriate safeguards provided by Pink Cloud B.V. are in place.

### **How long does Pink Cloud B.V. store your personal data?**

Your personal data will be removed and/or made anonymous when your personal data is no longer necessary for the purposes for which these personal data are processed. In addition to that, we can assure you that Pink Cloud B.V. will not store your personal data longer than permitted by law.

### **How can you manage your personal data?**

You have the right to obtain confirmation as to whether or not personal data concerning yourself are being processed by Pink Cloud B.V. and, if so, to request access to an overview of the personal data, and rectification and/or erasure of it. In addition, you also have the right of restriction of processing concerning your personal data, the right to object to processing as well as the right to data portability. Below you can read where and how you can invoke all those rights.

In case you want to have access to an overview of all process activities and/or you want to rectify or erase (in so far as permissible) personal data and you are not able to do so yourself, you can contact us: [info@bednest.eu](mailto:info@bednest.eu)

To invoke your right of restriction of processing, and/or your right to object to processing as well as to invoke your right to data portability, please contact us: [info@bednest.eu](mailto:info@bednest.eu)

Please keep in mind that Pink Cloud B.V. may ask for additional information to verify your identity.

### **Can you withdraw your given consent?**

If you gave your consent for a specific process activity concerning your personal data, you can at any time withdraw this consent. Bear in mind that withdrawal does not have retrospective effect and the withdrawal of your consent is only possible in case you first have given your consent.

You can contact us to manifest your withdrawal of consent by contacting us via [info@bednest.eu](mailto:info@bednest.eu)

### **Can you lodge a complaint?**

You can lodge a complaint with the Dutch Data Protection Authority when you have a complaint about the use of your personal data by Pink Cloud B.V. For example, if you believe that Pink Cloud B.V. does not use your personal data carefully, or because you have sent us a request to access or rectify of your personal data and you are not satisfied with our reply.

You can lodge your complaint with the Dutch Data Protection Authority through the website <https://autoriteitpersoonsgegevens.nl>

### **Are you obliged to provide your personal data to us and what are the consequences if you do not?**

In some cases, the provision of your personal data is necessary for Pink Cloud B.V.. For example, to enter into an agreement with you or to provide a service or to create an account. Information fields which are not marked with a \* enquire personal data of which the provision is not necessary.

When the provision of your personal data is necessary for us, we will point that out by using a \*. In case you decide not to provide the required personal data, we shall not be able to enter into the agreement or to provide the service in question. By your act of providing personal data required by information fields which are not marked with a \*, you give your consent to process this personal data by and to Pink Cloud B.V.

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