

# Privacy Statement

---

Best Sellers B.V. considers privacy as very important. We confirm that you have decided to share your personal information with us, and you expect us to handle it carefully and trustfully. In this privacy statement we explain how we deal with your personal data.

## Processing (personal) data

Best Sellers B.V. can process personal data about you, because you are making use of the services of Best Sellers B.V. and/or because you provided the data yourself when filling out a (contact-) form on the Best Sellers B.V. website.

We process your personal data for the following purposes:

### Delivery of your order

For your order, we need your (company) name, email address, address(es) and payment details. This information is required to process your order, to keep you informed and to have your order processed.

### Our customer service department

To allow our customer service to promptly answer your questions, we use your personal data and make notes of the conversation. These notes of your contact with us are stored to help us answer your question, prepare analyses and improve our services.

### Profiling and personalized ads

When you visit our website, we can collect, analyze, and based on your consent, combine personal data of you with your customer number and customer data. We divide these customer profiles into a number of categories to analyze your interests for better services.

## Privacy Statement

---

### Credit check

When you become one of our customers and pay on account, we, or a third party on our behalf, may check your creditworthiness. We may also store and process your personal data whenever necessary to prevent abuse or illegal activity on our website. We are obliged to provide this information under, for example, governmental or judicial regulations or when necessary for a legal (criminal) procedure.

We handle the confidentiality of personal data and the disclosure thereof to third parties as follows:

We appreciate the trust you have in us and will handle your data with the utmost care. Therefore, we will take appropriate security measures to limit abuse and unauthorized access to our data. This way we ensure that only the required persons have access to the data, that data access is secured and that our security measures are checked regularly. In addition, we will, of course, not store data any longer than necessary to achieve the purposes stated in this privacy statement.

Furthermore, we will not sell your personal data to third parties. We will only provide your data to third parties with your permission, or when this is necessary to:

- process your order
- answer your questions
- offer guarantees
- optimize our website and/or services
- enforce compliance with our general terms and conditions
- collect invoices

We will also share your personal data with third parties when this is allowed or required under the law. We reserve the right to share your personal data with our subsidiaries.

## Privacy Statement

---

### Viewing, amending or deleting personal data

You are entitled to view, change or delete your personal data that Best Sellers B.V. stores. You may send a request to view, correct or delete data to [info@bestsellersbv.nl](mailto:info@bestsellersbv.nl) or contact your sales department. Best Sellers B.V. will respond to your request as soon as possible, but no later than a period of four weeks.

### E-mail communication

In case you are no longer interested in receiving Best Sellers B.V.'s event invitations, you can unsubscribe instantly and easy. Just click the unsubscribe button in the footer of each message. After this, you will no longer receive this type of communication from Best Sellers B.V..

### Security

Best Sellers B.V. takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, undesired publication and unauthorized changes. The Best Sellers B.V. website uses a reliable SSL Certificate to ensure that your personal data does not get into the wrong hands.

If you feel that your data is not satisfactorily protected or that there are signs of misuse, or if you want more information about the security of the personal data collected by Best Sellers B.V., please contact Best Sellers B.V. via [info@bestsellersbv.nl](mailto:info@bestsellersbv.nl)

## Privacy Statement

---

### Google Analytics | Data collection for web analysis

This website uses Google Analytics, a Web analysis service provided by Google, Inc. ('Google'). Google Analytics uses cookies, which are text files stored on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website is generally transmitted to and stored by Google on servers in the United States. Your IP address will be shortened by way of the shortened IP on this site. Only in exceptional circumstances will the full IP address be transmitted to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information in order to evaluate your use of the website, compile reports on website activity and provide other services to the website operators relating to website activity and Internet usage.

### Right of objection to data collection via Google Analytics

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can disable Google's interest-based advertising by following this link: [www.google.com/settings/ads/anonymous](http://www.google.com/settings/ads/anonymous) Please note that this opt-out will only work if you do not delete the cookie in your browser and do not change your browser. To prevent Google Analytics from setting cookies and collecting data and to keep your opt-out settings even if you delete the cookies, you can download and install the browser plug-in available under the following link: [tools.google.com/dlpage/gaoptout](http://tools.google.com/dlpage/gaoptout)

# Privacy Statement

---

## Purposes of processing

On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website and Internet use.

## Legal basis

The legal basis for the use of Google Analytics is your consent according to [Art. 6 Par. 1 S.1 lit. a DSGVO](#).

## Receivers / categories of recipients

The recipient of the collected data is Google.

## Transmission to third countries

Personal data will be transferred to the USA under the EU-US Privacy Shield on the basis of the European Commission's adequacy decision. You can get the certificate [here](#).

## Duration of data storage

The data sent by us and linked with cookies, user IDs (e.g. user ID) or advertising IDs are automatically deleted after 14 months. Data whose retention period has been reached is automatically deleted once a month.

## Privacy Statement

---

### Rights affected

You can revoke your consent at any time with effect for the future by preventing the storage of cookies by a corresponding setting of your browser software; however, we would like to point out that in this case you may not be able to use all functions of this website to their full extent.

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and processing this data by Google by downloading and installing the [Browser-Add-on](#). Opt-out cookies prevent the future collection of your data when you visit this website. To prevent Universal Analytics from collecting data across different devices, you must opt-out on all systems used. If you click here, the opt-out cookie is set: [<Disable Google Analytics](#)

### Collection/processing/use Copyright

Copyright 2018 BEST SELLERS B.V., Veenendaal, The Netherlands. All rights reserved. Texts, images and graphics and arrangement on the BEST SELLERS website are protected by copyright and other protective laws. The content of this website may not be copied, distributed, modified or made accessible to third parties for commercial purposes. Some pages of the website also contain images that are subject to the copyright of third parties.

## Privacy Statement

---

### How to reach Best Sellers B.V.

If you have any further questions after reading our privacy statement, please contact us using the contact details below.

De smalle zijde 3 | 3903 LL Veenendaal | The Netherlands

+31 318 580700 | [info@bestsellersbv.nl](mailto:info@bestsellersbv.nl)