

DATA PRIVACY POLICY

Welcome to the website of CX-BeLux BV, a private limited company with registered offices in Belgium at 9620 Oombergen, Kerkendries 1, registered in the Crossroads Bank for Enterprises under number 0805.493.938 ("CX Belux").

This privacy policy governs the manner in which CX-Belux collects, uses, maintains and discloses Personal Data from users of the website (CX-Belux.eu). CX-Belux is committed to protecting and respecting your privacy. By using this website, you acknowledge that you have read the terms of this privacy policy and that you agree with the collection and the use of your information as set out in this policy. CX-Belux may, at any time, revise these terms and conditions. By using this website after we post any changes to these terms and conditions, you agree to accept those changes whether or not you have reviewed them. If you do not agree to this policy, please do not use our website. It is always possible to submit a complaint to the Belgian Data Protection Authority.

Although CX-Belux makes every effort to ensure that the Personal Data is accurate and up to date, this is no guarantee as regards accuracy or comprehensiveness of the Personal Data. CX-Belux can at any moment modify this privacy policy. Consult it therefore regularly. *(This Policy was last updated on 13th of September 2023)*

1. Legal framework

1.1. This privacy policy is subject to privacy legislation, i.e.

I. the Belgian Data Protection Act of 8th December 1992 on the protection of privacy in relation to the processing of personal data (as amended) (the "Privacy Act"); and/or

II. Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) ("GDPR"); and/or

III. All other applicable legislation regarding the protection of privacy and the processing of personal data;

2. Collection of Personal Data

2.1. In this policy "Personal Data" means information which relates to an individual and which identifies that individual either directly or indirectly.

2.2. We may collect Personal Data from you directly when you provide us with personal information, e.g. when you register on our website, sign up to receive information, fill out a survey, complete an online contact form or by corresponding with us by phone, e-mail or otherwise. The types of information we may collect from you directly include your (last and first) name, address, email address, user name, telephone number, age, date of birth, gender, user-generated content, any other personal information you voluntarily provide to us.

2.3. We (and third party service providers acting on our behalf) may use cookies and other tools (e.g. pixel tags) to automatically collect information about you when you use CX-Belux website. The types of information collected automatically may include: information about the type of browser you use, details of the web pages you viewed, your IP address, the hyperlinks you have clicked, your user name, profile picture, gender, networks and any other information you choose to share when using third party sites (such as when you use the "Like" functionality on Facebook).

2.4. We may receive personal information about you from other legitimate sources, including information from commercially available sources such as public databases and information from third parties. The types of personal information that we may collect from such sources include your name, address, age, preferences and publicly available information such as user generated content, blogs and postings, as permitted by law. Generally, you can visit our website without providing any Personal

Data about yourself. By communicating Personal Data to CX-Belux however you allow CX-Belux to process and use your personal data for the purposes set out below.

3. Purpose

3.1. CX-Belux can process personal data in accordance with the Privacy Legislation and this privacy policy, in order to:

- I. achieve the purpose and exercise its activities (namely, to actively exchange knowledge and experience regarding “customer experience” and “digital transformation” topics, to look for solutions to problems of a common nature, and to broaden the professional knowledge; and/ or
- II. provide direct marketing regarding its activities such as updates, newsletters, direct marketing info brochures, emails, marketing materials, invitations to events such as conferences, exhibitions, round tables, seminars and workshops and other information that may be useful to you; and/ or
- III. better understand your needs and preferences in order to adjust its services hereto; and/ or
- IV. acquire statistical data; and/ or
- V. inform third parties (e.g. subcontractors, partners or contracting parties); and/ or
- VI. improve our website to ensure that content is presented in the most effective manner for you; and/ or
- VII. comply with applicable legislation.

4. Legal basis and applicability

4.1. CX-Belux has the following legal grounds for the processing of personal data:

- I. your free, specific, informed and unambiguous consent to CX-Belux, its partners (e.g. subcontractors, partners or contracting parties) to process your personal data. You can give your consent by any means, such as, but not limited to mail, email, an online or offline consent form; and/ or
- II. a legal obligation; and/ or
- III. a legitimate interest of CX-Belux.

4.2. Providing your personal data to CX-Belux and/or entering into a contract/membership agreement with CX-Belux, implies that you:

- I. declare that you are fully informed about this privacy policy and that you fully accept this privacy policy without any reservation; and
- II. give your free, specific, informed and unambiguous consent to CX-Belux to process or have processed your personal data in accordance with this privacy policy and the Privacy Legislation.

4.3. As a consequence, you expressly grant CX-Belux permission to use your personal data to accomplish the Purpose set out under article 3.

4.4. This privacy policy is not necessarily applicable to services, activities or products of third parties to which can be referred and on which a different privacy policy might apply. (e.g. Our website may contain links to other websites. CX-Belux is not responsible nor liable for the privacy policy of these websites. You should be aware that the owners of such third-party websites might collect, use or transfer Personal Data under different terms and conditions than CX-Belux.)

5. Transfer of personal data to third parties

5.1. CX-Belux guarantees it does not transfer your personal data to third parties, unless:

- I. There is a legal obligation to transfer the personal data;
- II. To its partners (e.g. subcontractors, partners or contracting parties) for the achievement of the Purpose;
- III. CX-Belux has a legitimate interest to do so.

5.2. Third parties to whom CX-Belux may, or is obliged to, transfer personal data on the basis of the above categories, can be located within or outside the European Union. The personal data may thus be transferred to companies or authorities of non-EU countries. CX-Belux cannot be held responsible regarding the transfer of personal data and cannot be liable for the further processing of the personal data by third parties.

6. Storage period

6.1. CX-Belux stores the personal data for as long as is necessary to achieve the Purpose.

7. Your rights

7.1. The Privacy Legislation provides you with a number of rights in relation to your personal data. You have the right, free of charge:

- I. to have access to and receive a copy of your personal data;
- II. to have your personal data corrected in case errors would occur;
- III. to have your personal data erased in case:
 - a. your personal data are no longer necessary to achieve the Purpose;
 - b. you withdraw your consent and there is no other legal ground for the processing of the personal data;
 - c. you object to the processing of the personal data and there is no other legal ground for the processing of the personal data;
 - d. the personal data have been unlawfully processed; e. there is a legal obligation to erase the personal data;
- IV. to have the processing of your personal data restricted;
- V. to have your personal data transferred to a third party;
- VI. to object against the processing of your personal data, in particular the processing in light of direct marketing purposes;
- VII. to withdraw your consent pursuant to which CX-Belux is allowed to process your personal data;
- VIII. to lodge a complaint with the Commission for the Protection of Privacy ("Privacy Commission") if you are of the opinion that the processing of your personal data breaches the Privacy Legislation.

7.2. In case you want to exercise the above rights, and provided you prove your identity, you can send a written, dated and signed request by mail to Jonathan Daniels, Director, Avenue Louise 367, 1050 Brussels, Belgium or by email to info@CX-Belux.be.

7.3. With agreeing to this privacy policy, partners that provide personal data of third parties (e.g. their employees, members, board members, staff, subcontractors, contracting parties) guarantee that they will inform the aforementioned data subjects regarding the abovementioned rights and how to exercise these rights.

8. Security

8.1. CX-Belux commits to take (or have) all reasonable measures (taken) to its best ability to safeguard the protection of the personal data through technical safety measures and an appropriate safety policy for its employees. The personal data are stored with CX-Belux, or, if applicable, with the processor of the personal data on servers located in Dublin, Ireland. You acknowledge and accept that the transfer and storage of personal data is never without risk and consequently, the damage that you may suffer from the unlawful use of your personal data by third parties can never be collected from CX-Belux.

9. Liability

9.1. CX-Belux can solely be held accountable for damages which directly result from the processing of your personal data due to a fault or negligence of CX-Belux. In any event, CX-Belux cannot be held liable: (i) in circumstances of force majeure and/or (ii) for any

indirect or consequential damage and/or (iii) for damages that result from errors, faults or negligence by you or third parties. CX-Belux's liability cannot exceed 1,000 euro (thousand euro) for breaches regarding this privacy policy and/or Privacy Legislation.

10. Severability

10.1. If any provision in this privacy policy is deemed to be unlawful or unenforceable, that provision shall be amended by CX-Belux and yourself insofar as necessary in order to make it lawful or enforceable, while retaining the meaning of CX-Belux and yourself with respect to that provision as much as possible.

10.2. Whenever possible, the provisions of this privacy policy shall be interpreted in such a manner as to be valid and enforceable under the applicable law. However, if one or more provisions of this privacy policy are found to be invalid, illegal or unenforceable, in whole or in part, the remainder of that provision and of this privacy policy shall remain in full force and effect as if such invalid, illegal or unenforceable provision had never been contained herein.

11. Applicable law and competent court

11.1. You agree that all disputes between you and CX-Belux regarding personal data and privacy issues, are exclusively subject to Belgian law, excluding any conflict of law principles.

11.2. Every dispute regarding personal data and privacy issues belongs to the exclusive jurisdiction of the Dutch speaking courts of Ghent, Belgium, excluding any other court.