



Red Loyalty privacy statement

Last updated: 01 November 2018

Introduction to privacy statement

Your privacy is important to Red Loyalty. We therefore comply with the privacy law, which we call the GDPR (General Data Protection Regulation) in our privacy statement. We advise you to read our privacy statement carefully so that you understand how we use personal data.

Personal data means all data relating to an identifiable person. The name, an address, an e-mail address, telephone number and the IP address of a person are all examples of personal data.

Red Loyalty has a number of programs where we, at any time, need personal data from and store personal data of you as a consumer. In our privacy statement we explain to you pointwise which data we store, for what purposes we store this data, for how long we store this data and the rights you have as a consumer when it comes to your personal data.

Which personal data are processed?

Red Loyalty can process your personal data, when you use one or more of our programs, such as Wegnahetwerk.nl, Retenz and Feelingz. Personal data are required for each of these programs, which you have to fill in on the relevant websites. By using our programs, you consent to the processing of your data.

Red Loyalty can, depending on which program you use, save and process the following data:

- Your first and last name
- Your address details (street name, house number, postal code, residence)
- Your phone number
- Your email address
- Your personnel number

Goal description, why does Red Loyalty need your data?

Naturally, Red Loyalty does not process your personal data just like that, but with a clear purpose. Your name and address details are used for sending products which you can order through one of our programs. Through the e-mail address provided by you, we can send you purchased e-tickets or digital gift cards, inform you about the progress of your order or we can contact you in case of an unexpected event concerning your order. We also use your e-mail address for sending the Wegnahetwerk.nl newsletter, if you have registered for this. We only use your telephone number to contact you if there is anything the matter with your order. If your employer works with a personnel number, we use it as the login name of your login combination to gain access to one or more of our programs.

You need to create an account for our Retenz Savings program. You do this by registering. You enter information about yourself and create a username. With this data an account is created, with which you can log in. The information you need to fill in is your name, address, e-mail address and telephone number. We keep this personal data for three months after you have canceled the account.



How long does Red Loyalty store your data?

Red Loyalty stores your personal data in its secure database. Your personal data will not be saved for longer than the applicable statutory warranty period on the products ordered by you. After this period has expired, your personal data will be deleted and the relevant order will be anonymized.

There are exceptions to the aforementioned storage period:

In case no statutory warranty period applies (such as donations to charities, gift cards and e-tickets) your data will be deleted from our database after a maximum of three months.

In case of a subscription via Wegnahetwerk.nl or an account with Retenz, your data will be stored during the term of the collective subscription that your employer has on Wegnahetwerk.nl or the period that your employer is affiliated with Retenz.

You can subscribe to our newsletter at Wegnahetwerk.nl. Through the digital newsletter you will be kept informed of pleasant promotions and offers. You can unsubscribe at any time. Each newsletter contains an unsubscribe link. Your e-mail address is automatically added to the list of subscribers when you subscribe to the newsletter. This data will be saved until you unsubscribe from the newsletter.

Sharing your personal data with third parties

For sending ordered products, in some cases we have to provide (part of) your personal data to third parties, such as suppliers and logistics parties. Procurement agreements have been entered into with each of these parties as referred to in the GDPR.

Red Loyalty therefore only provides your personal data to third parties if this is necessary for the execution of an agreement with you. The only exception to this is if compliance with a legal obligation is necessary.

Google Analytics

Red Loyalty uses Google Analytics. We do this to keep track of how users use our websites and how effective our Adwords ads on Google search result pages are. The information we obtain in this manner, including the IP address of your computer, is transferred to and stored by Google on data servers in the United States of America. For more information about this, you can read the [privacy policy of Google](#). On [this page](#) you will find the privacy policy of Google Analytics.

Google uses this information to keep track of how our websites are used, to provide reports on the website to Red Loyalty and to provide advertisers with information about the effectiveness of their campaigns.

Google may provide this information to third parties if Google is legally obliged to do so, or insofar as these third parties process the information on behalf of Google. Red Loyalty has no influence on this.

Cookie policy

A cookie is a small text file that is stored in the browser of your computer, tablet or smartphone when you first visit a website. Red Loyalty uses various types of cookies. Functional cookies are necessary to ensure a proper functioning of the website in question. In order to share the content



of our websites via your social media, such as Facebook and Instagram, we use social media cookies.

In addition, Red Loyalty uses analytical cookies to determine which parts of the website are most interesting to its visitors. Using the software of a third party, we measure how many visitors come to our website and what is viewed the most. Third party cookies are used for this.

Statistics are generated from the information we collect. These statistics provide us with insight into how often our web page is visited and where exactly visitors spend the most time. This enables us to make the structure, navigation and content of the website as user-friendly as possible for you. The statistics and other reports contain no personal data and can therefore not be traced back to persons.

You can always delete or disable cookies yourself via the browser settings.

How can I view, modify or delete my personal data?

You have the right to view, modify or delete your personal data. If you wish to view your personal details, have an adjustment made or want to have them removed, you can submit a request for this. You can email your request for access, correction or deletion to privacy@redloyalty.nl.

Red Loyalty will respond to your request as soon as possible, but always within four weeks.

Securing our websites and your personal data

Naturally, Red Loyalty is immensely aware of the trust our customers place in us when it comes to privacy. We see it as our responsibility to handle your personal information correctly and safely and to protect the privacy of our customers and all users of our systems. We take appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized changes. The websites of Red Loyalty use reliable SSL Certificates to ensure that your personal data do not end up in the wrong hands.

If you have the impression that your data is not properly secured, there are indications of misuse or if you would like more information about the security of the personal data collected by Red Loyalty, please contact Red Loyalty via privacy@redloyalty.nl.

The domain names Wegnahetwerk.nl, Retenz.nl and Feelingz.nl are websites of Red Loyalty. Red Loyalty can be reached as follows:

Business address: Koninginnegracht 60, 2514 AE The Hague

Registration number Commercial Register of the Chamber of Commerce: 52921042

Phone: 0031 70 390 7904

E-mail address: info@redloyalty.nl

Filing a complaint

If you feel that Red Loyalty has not helped you in the correct manner, you have the right to file a complaint with the Dutch Data Protection Authority. You can read how you can file a complaint on <https://www.autoriteitpersoonsgegevens.nl/en>.

Changes to our privacy statement



If there are changes in our programs, in laws and regulations or in our privacy policy, we will adjust our privacy statement. Therefore, always check the date at the top of the privacy statement and regularly check for new versions.