

Privacy and Cookie Statement | De Broodzaak

This Privacy and Cookie Statement was last updated on 14 September 2021.

HMSHost Nederland B.V., trading under the name 'De Broodzaak', (hereinafter: De Broodzaak or we) operates a restaurant chain named 'De Broodzaak'. De Broodzaak also offers subscription plans for its products. If you buy something, use our services or visit our website (www.debroodzaak.nl) we process your personal data.

Your privacy is very important to De Broodzaak, which is why we adhere to the General Data Protection Regulation (GDPR). In this privacy and cookie statement we inform you about the personal data we process and for what purposes. We advise you to carefully read this privacy and cookie statement.

Our Privacy and Cookie Statement at a Glance

We work in accordance with the requirements for the processing of personal data laid down in the General Data Protection Regulation (GDPR). This means we:

- **Clearly specify our purposes** before we process personal data, by using this privacy and cookie statement.
- **Limit our collection of personal data** to only the personal data needed for legitimate purposes.
- First **ask for explicit permission** to process your personal data in cases where your permission is required.
- **Take appropriate security measures** to protect your personal data and we demand the same from parties who process personal data on our behalf.
- **Respect your right** to access, correct or delete your personal data held by us.

For What Purposes Do We Process Your Personal Data?

De Broodzaak processes, dependant on the specific situation, your personal data for the following purposes:

- to log in and verify users of our services;
- to offer our services;
- to communicate with our customers;
- to improve and maintain our services;
- marketing purposes;
- for security reasons and to protect our services from abuse;
- analytical purposes.

The Use of Personal Data

We process the following personal data to provide our services:

- full name;
- e-mail address;
- bank account number;
- username;
- a unique account ID (automatically generated when you register).

Legal Ground for Processing

To provide our services we process your personal data on the legal basis 'performance of a contract'. E-mail marketing (service messages excluded) are only sent based on your explicit consent. Anonymizing your personal data, for example for analytical purposes, is based on our legitimate business interest. Some processing, like storing tax records, is based on our legal obligation to do so.

Retention Periods

We only store your personal data for as long as needed to fulfil the purposes it was collected for. Your personal data will be deleted when you cancel your account. Also, when your account has not been used for over two years, your account will be deleted because we assume you do not want to make use of our services anymore. Your personal data is stored longer, when we are obligated to do so by law.

When Can We Share Your Personal Data with Third Parties?

De Broodzaak will only share your information with third parties to the extent permitted by current legislation. We may disclose your personal data to third parties when:

- we contracted them to process certain data for us;
- it is necessary to fulfil the contract with you;
- you consent to it;
- we have a legitimate interest in doing so;
- we are legally obligated to do so (e.g. if the police orders us to share personal data when there is suspicion of a crime).

Third parties that process personal data on our behalf or yours:

- Payment service providers;
- Cookie service providers;
- IT suppliers and service providers;
- Marketing & Media providers.

Cookies

Our website uses first-party and third-party cookies. Cookies are small data files that can be automatically stored on or read from the visitor's device (such as PC, tablet or smartphone) when visiting a website. This is done via the web browser on the device.

These cookies collect the following data from you:

- IP address
- Cookie ID
- Website and click behaviour
- Referrer URL

On your first visit to our website, we will display a message explaining how cookies are used. We will ask for your consent for the use of cookies to the extent we are required to do so.

The list of the cookies we use is shown in the overview below.

Cookie; Entity	Type	Purpose	Retention period
Google Tag Manager Google LLC, United States Privacy Statement	Functional	Google Tag Manager cookies enable scripts from other cookies to be loaded. Google Tag Manager is purely functional and is not used for the collection of personal data.	Session
Google Analytics Google LLC, United States Privacy Statement	Analytical	These cookies are placed to gain insight into visitor behaviour and to improve the user experience. We have configured these cookies to be privacy-friendly. That means the following: <ul style="list-style-type: none"> - We have concluded a data processing agreement with Google; - We only provide Google with masked IP addresses; - We do not share data with Google; and - We do not use other Google services in combination with analytics. 	Maximum of 2 years
Facebook Custom Audience Facebook, United States Privacy Statement	Marketing	These cookies are used to enable Facebook advert options. They record click behaviour and website visits. These cookies record a unique ID to recognise recurring devices. The aim is to advertise in a targeted and personalised way.	Maximum of 3 months
Facebook Pixel Facebook, United States Privacy Statement	Marketing	These cookies are used to enable Facebook advert options. They record click behaviour and website visits. These cookies record a unique ID to recognise recurring devices. The aim is to advertise in a targeted and personalised way.	Maximum of 2 years
Miscellaneous: First-party cookies with strictly functional purposes.	Functional	These cookies enable the necessary functionalities of the website, such as remembering the selected language and whether consent is given for cookies, displaying the cookie banner, etc.	Maximum of 2 years

Enabling and Disabling Cookies

You can set your web browser to only accept cookies with your consent. Consult your browser guide for more information. Please note that many websites will not function optimally when cookies are disabled.

Deleting Cookies

Most cookies have an expiry date. When an expiry date is set, the cookie is automatically deleted once that date passes. You can also choose to delete the cookies manually before the expiry date. Please consult your browser guide for more information.

Websites From Third Parties

This Privacy and Cookie Statement is only applicable to the services and website offered by De Broodzaak. It is possible to use links on our websites to visit websites owned by third parties. When visiting a website owned by a third party, they are responsible for the processing of your personal data.

Changes to this Privacy and Cookie Statement

When there is a change in our services, we will also need to change our Privacy and Cookie Statement. Please consult this Privacy and Cookie Statement regularly for the most up-to-date information.

Your Rights Under the GDPR

If you have any questions or would like to know what personal data we have about you, you can always contact us using the contact details below.

You have the following rights:

- **Right of access:** you have the right to access the personal data we process about you.
- **Right to rectification:** you have the right to correct or supplement the personal data we process about you, e.g. if they are incorrect or incomplete.
- **Right to object:** you have the right to object to the processing of your personal data and to direct marketing.
- **Right to erasure:** you may request us to erase your personal data.
- **Right to withdraw your consent:** if you have consented to us processing personal data, you can withdraw your consent at any time.
- **Right to data portability:** if it is technologically possible, you have the right to have the personal data we process about you transferred to a third party.
- **Right to restrict processing:** in some cases, you can request that we restrict the processing of your personal data (temporarily or otherwise).

We may ask you to identify yourself in order to fulfil your request. We require this information to ensure that the requested personal data belongs to the right person.

We will generally respond to your request within one month. However, this period may be extended by two months depending on the specific privacy rights or the complexity of the request. If we extend this period, we will inform you within one month of receiving your request.

If you wish to exercise any of your rights, you can do so by sending an e-mail to feelgood.nederland@hmshost.net.

Filing A Complaint

Should you feel we have not been able to help you properly with any questions about your privacy, you have the right to file a complaint with the Dutch Data Protection Authority ([Autoriteit Persoonsgegevens](#)).

Contact Details

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