

 Privacy Policy

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1. Website

The privacy statement and cookie policy applies to every visit to our website. DevElite takes a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies with all EU laws and requirements for user privacy.

2. Personal information

If you want to download material or communicate with us whilst using our website, you may provide personal information to us (name, company, email, phone number, title or other ordinary personal information related to your request). We will only use this information to administer our website, applications, client databases and marketing material. We will ensure that all personal information supplied is held securely in accordance with the General Data Protection Regulation (EU) 2016/679, as adopted into law of the Data Protection Act 2018. You have the right to request a copy of the personal information we hold on you at any time. Should you wish to receive a copy of this, or would like to be removed from our database, please contact us via info@devElite.com.

The controller of your personal data:

DevElite BVBA

Registered office:

DevElite BVBA

Zandvoortstraat 42, 2220 Heist-op-den-Berg

Telephone number: +32 15 25 31 61 Email: info@develite.be

registered in the Belgian Crossroads Bank for Enterprises under number BE0682.492.988.

3. User rights

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions.
- b) The right to access the personal data we hold on you. In section 2 you can find out how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in provided in section 2 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details provided in section 2 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means. In many cases you can ask us for a copy of that personal data to re-use with another service or business.
- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in section 2. If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the the Belgian Data Protection Authorities via <https://www.dataprotectionauthority.be>.



4. Personal data that is collected

4.1. The data that you communicate to us

You can perform a number of acts on our website for which we request you to provide a number of personal data:

- form of address, first name, last name, company name, telephone number so that we can address you correctly when we communicate with you;
- email address: to send newsletters containing information on our products, services or relevant offers that might interest you, based on your data such as previous orders.

Do you no longer wish to receive any newsletters? Such consent can be withdrawn at any point in time. To do so, you can unsubscribe via the unsubscribe link at the bottom of every newsletter or by sending an email to info@develite.be.

On various pages where personal data are requested, it is clearly pointed out which data you are obliged to communicate (indicated by the symbol *) and which are optional.

4.2. Automatically generated data

- Cookies: certain data are collected by referring to cookies on our website. See point 5 of our cookie policy.
- IP address: an IP address is a number that your Internet Service Provider has allocated to your computer to provide you access to the internet. In general, it is presumed that an IP address does not contain any personally related information because, usually, an IP address is dynamic (it changes every time you connect to the internet). We use your IP address to combat any fraud when you place an order, for example in the case of a third party making unauthorized use of your account;
- the type and version of your navigation system;
- the internet page you last visited.

4.3. Photograph and images

If we organize events, we will also make photographs and videos of them, which will later use in our internal and external communication through, for example, Facebook, our website, LinkedIn, Print Media, etc. Therefore, please take into account that photographs can be made of you at such events. You can inform reception upon reception if you do not want this.

5. Use of cookies

5.1 What are cookies?

A cookie is a small text or data file that we store in your browser or on the hard disc of your computer. This allows us to remember your preferences when you use our website. Unless you have modified your browser settings to decline the use of cookies, our system will place these cookies as soon as you visit our website.

5.2 Different types of cookies

Cookies can be subdivided according to their origin, function and life span.

- First-party cookies are those cookies that we have stored on the develite.be domain. They make our website function properly and raise the quality of our services.
- Third-party cookies are cookies that are stored by a domain name other than the one of the websites visited by the user. If a user visits a website and a third party stores a cookie by way of such website, said cookie is a third-party cookie. For cookies stored by third parties, we would like to refer you to the statements that such parties provide on their respective websites about this. Please note we cannot exercise any influence whatsoever on the content of such statements, nor on the content of the cookies of said third parties. These anonymous cookies serve to improve your user experience and make it more personal.



We can further subdivide the first-party and third-party cookies into the following, for example:

- Functional cookies are cookies that ensure that our website functions properly. They contain information regarding your options and preferences on our website (e.g. cookies to remember your credentials & language preferences). Functional cookies are, of course, first-party cookies.
- Non-functional cookies are cookies that can be stored for statistical, social, targeting and commercial purposes. They have nothing to do with the mere technical support of the website.

Non-functional cookies can be first-party or third-party cookies.

- Cookies for statistical purposes make it possible to see which pages of the website you visit, where your computer is located, etc. (Google analytics, Google tag manager and Hotjar).
- Cookies for social purposes enable the user to share the content of the website visited via social media (Facebook, Twitter, LinkedIn, and YouTube).
- Cookies for targeting purposes make it possible to create a profile based on your surfing behavior, so that the advertisements shown are geared to your interests (Criteo, Target2Sell, Facebook and SalesCycle).
- Cookies for commercial purposes keep track of how many and which advertisements were shown to a user (Google AdWords, ads via social media).

Cookies can be divided according to their life span.

- Permanent cookies: These cookies remain on the user's device for the duration specified in the cookie. They are activated every time the user visits the website that stored such cookie (e.g. cookies stored by social media such as Facebook, Google Analytics, etc.). Most of the non-functional cookies are permanent cookies.
- Session cookies: These cookies enable us to simplify a user's actions and to link them to one another during a browser session. A browser session starts when a user opens a browser screen and ends when the browser screen is closed. Session cookies are stored temporarily. All session cookies are removed as soon as you close the browser. Most of the functional cookies are session cookies.

5.3 What types of cookies are used on www.develite.be?

Below you will find a list of the various first party non-functional cookies that you can find on our website:

- Facebook pixel: This cookie looks at what messages and links you are looking at. In this way, we can show you relevant advertisements on Facebook.

Below you will find a list of the various third-party non-functional cookies that you can find on our website:

- Facebook: This cookie looks at what products and pages you view. In this way, we can show you relevant advertisements on Facebook.
- LinkedIn: This cookie looks at what products and pages you view. In this way, we can show you relevant advertisements on Facebook.
- Google Analytics: here, an analytical cookie is used to collect statistical data. By using Google Analytics, we measure how you use www.develite.be and how you found our website. These statistics provide us with a better understanding of how often our website is visited, which parts of our website is visited most often and at what levels we can optimize our website. This information is collected anonymously.
- Google Tag Manager: here, an analytical cookie is used to collect statistical data. These data enable us to improve our website.
- Hotjar: This cookie looks at what products and pages you view. In this way, we can make our website more user-friendly.
- HubSpot: uses cookies to track your website visitors and contacts. HubSpot leaves behind a cookie on your computer to help identify you on future visits.

5.4 What if you want to deny the use of cookies?

Should users wish to deny the use and saving of cookies from this website onto their computer's hard drive, they should take necessary steps within their web browser's security settings to block all cookies from this website and its external serving vendors.



6. Registration forms

DevElite will not sell or rent your personally identifiable information, gathered as a result of filling out the site registration form, to anyone.

6.1. Choosing how we use your data

We understand that you trust us with your personal information, and we are committed to ensuring you can manage the privacy and security of your personal information yourself.

With respect to the information relating to you that ends up in our possession, and recognizing that it is your choice to provide us with your personally identifiable information, we commit to giving you the ability to do all of the following:

- a) You can verify the details you have submitted to DevElite, update us on your details or request a readable copy of the personal data we hold on you by contacting us. Section 2 will tell you how to do this.
- b) You can also contact us to change, correct or delete your personal information controlled by DevElite regarding your profile at any time. Please note though that if you have shared any information with others through social media channels, that information may remain visible, even if your account is deleted.
- c) You can unsubscribe from receiving marketing emails from us by clicking the “unsubscribe” link at the bottom of any email. Once you do this, you will no longer receive any emails from us.

7. Use of Site

DevElite authorizes you to view and download the materials on this website ("Site") only for your personal, non-commercial use, provided that you retain all copyright and other proprietary notices contained in the original materials on any copies of the materials. You may not modify the materials on this Site in any way or reproduce or publicly display, perform, or distribute or otherwise use them for any public or commercial purpose. Any use of these materials on any other website or networked computer environment for any purpose is prohibited. The materials on this Site are copyrighted and any unauthorized use of any materials on this Site may violate copyright, trademark and other laws. If you breach any of these terms, your authorization to use this Site automatically terminates and you must immediately destroy any downloaded or printed materials.

DevElite is constantly reviewing how we process and protect data. Therefore, changes to our policy may occur at any time. Any changes will be posted online on www.develite.be/privacy.

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