

PRIVACY DECLARATION

This is the privacy statement of TriFit Goods and Services (hereinafter: 'we' or 'us'). In this we explain what we do with your personal data and why we do it. If a term is not described in this statement, then it has the meaning as described by the GDPR (General Personal Data Regulation EU 2016/679). Take the time to read through this statement so that you are fully aware. If you have any questions about this statement please contact us. Our contact details can be found at the end of this statement. We respect your privacy and do everything we can to protect your personal data. In this privacy statement, we explain what we do with your personal data when you visit our website (regardless of where from), what your privacy rights are and how the law protects you.

WHAT PERSONAL DATA DO WE PROCESS AND WHAT DO WE USE IT FOR?

Personal data, or personal data, means: all information about a person from which you can deduce who it is. For each activity it is described below which personal data we process, for what purpose we use those personal data and which processing grounds we use for the processing in question. We only use your personal data for things that the law allows. Usually we process your personal data for the performance of the agreement we have entered into with you, or when it is a legitimate interest for us (or that of third parties), and your interests and fundamental rights do not outweigh that interest.

FROM WHOM DO WE PROCESS PERSONAL DATA AND HOW DO WE GET THIS DATA

We process the personal data of customers who have (had) direct or indirect contact with us. We receive the personal data directly from you, when you visit our website, create an account and enter certain details or when you contact our customer service. In some cases, we receive your data from others. For example, when someone places an order and sends it directly to you as a gift; in that case we get your name and address details. We can also receive personal data from other parties, but only if you have given those parties permission to provide certain data to us.

WHAT DATA DO WE PROCESS FROM YOU AND HOW LONG WILL IT BE KEPT

WHEN YOU ORDER SOMETHING FROM US

For every order you make with us, we process the following personal data:

- Salutation
- First and last name
- Delivery address (street, house number, zip code and city)
- Billing address (street, house number, zip code and city)
- Phone number
- [Optional] date of birth
- E-mail address
- IP address (retain period 30 days)

We process this personal data in order to process your orders and to be able to answer any questions about your order.

The processing grounds we use are the performance of the agreement we have entered into with you and the fulfilment of our legal obligations. Think of our legal administrative obligations. We are legally obliged to retain data of your orders (such as invoices and other accounting documents) for 7 years.

WHEN YOU CREATE AN ACCOUNT

To make ordering easier, you can also choose to create an account on our webshop. If you create an account, we process the following personal data:

- Salutation
- First and last name
- Addresses entered in the address book
- Orders you place
- Reviews you post
- Phone number
- E-mail address

We process this personal data in order to process your orders and to be able to answer any questions about your order. We use your orders and reviews to gain insight into the preference you have for our products.

You can choose to keep your credit card details while placing an order. In this way, you can immediately use the same credit card with your next order without re-entering all the details. You can view and maintain the stored credit card details in your account.

The grounds we use to process your personal data are the execution of the agreement we have concluded with you and the fulfilment of our legal obligations. We use your orders and reviews based on the legitimate interest to simplify

transactions and gain insight into our customers' product preferences. This allows us to adapt the composition of the range to the preferences of our customers.

After deleting your account, we will only store your data if we are legally obliged to do so. If this is not the case, your account details will be deleted immediately (with the exception of order details, such as invoices, which we must keep for 7 years).

WHEN YOU CONTACT OUR CUSTOMER SERVICE

We have a customer service team to answer questions and resolve issues. You can call, email or chat with us or send a message via social media, such as Facebook and Instagram.

We can help you more efficiently by storing your data. In doing so, we process the following personal data:

- First and last name
- Email address (if you email us)
- Phone number (if you call us)
- Notes on customer contact
- IP address (if you chat with us)

A phone call can be recorded for training and analysis purposes. At the beginning of the conversation you will be informed that the conversation can be recorded, the purposes of such recordings and the intended recipient. You have the right to object to this. You also have the right to request access to such a recording. We have a legitimate interest in using these interactions to improve our services. We keep the phone call for 3 months.

Do you ask a question via social media? Then we store the data we receive with the data we already have from you. We do this in order to be able to respond to your question or comment as well as possible and to be able to serve you more personally later. Questions you ask our customer service will be kept for a period of 6 months.

WHEN YOU GIVE A REVIEW OF OUR PRODUCTS

We like to collect reviews about our products in order to improve products and also to help other customers better. If you leave a review with us, the review will be assessed on criteria of food laws and regulations and you agree that we can approach you in response to your review. In doing so, we process the following personal data:

- E-mail address
- Name (this may also be a so-called nickname)
- Review

WHEN YOU GIVE A REVIEW OF YOUR EXPERIENCE ON THE WEBSITE

We are happy to collect reviews about our services. We use a third party, Trusted Shops. Trusted Shops offers free buyer protection in addition to the ability to give a review. While completing the ordering process, we explicitly ask your permission to use Trusted Shops. If you give permission, the following data will be exchanged with Trusted Shops after which the review process is started and your buyer protection will be enjoyed:

- Order date
- Order number
- Purchase amount
- Payment method
- Customer number
- E-mail address
- Name of the webshop
- IP address

If you have an account with Trusted Shops or you have previously given permission for the services of Trusted Shops at another webshop, this permission will not be requested again on our webshop. More information about Trusted shops can be found [here](#).

ANALYSIS

If you visit our website and look around on it, we process the following information in the form of cookies or similar techniques (see also our cookie statement):

- Approximately your location based on part of your IP address
- What you do on our website, for example what you click on

We process this data on the basis of our legitimate interest to improve the website and to gain insight into the product preferences of our customers. We only keep your visitor data for as long as we are obliged to do so and at most 26 months. After that, we will ask you for permission again, otherwise the data will be permanently deleted.

MARKETING

We do different forms of marketing. E-mail, SMS, social media and/or other media are used. Advertising banners that we use on our own websites and third-party websites are also included in the channels we use for marketing. We try to make marketing communication as relevant as possible for you. For this we need

(personal) data that helps us to understand what your interests are and what you are looking for.

We analyse your behaviour based on our marketing expressions. We also analyse the response and effectiveness of our campaigns based on your response and behaviour towards them.

WHEN WE SEND YOU OUR NEWSLETTER

With our newsletter we are happy to alert you to new developments and offers. You can subscribe to the newsletter via the website. We will only send you newsletters if you have expressly given permission or if you have made a purchase with us. We retain your permission to receive newsletters so that we can establish our legal basis for sending newsletters. When you unsubscribe from the newsletter, immediately delete your email address from our mailing list.

If you use our newsletter, we process the following information:

- E-mail address
- Whether you open the newsletter
- What you click on in the newsletter

We use your email address to send you the newsletter. You can unsubscribe from the newsletter at any time by clicking on the unsubscribe link in the newsletter or if you have created an account, by withdrawing your permission in your account. We use your click behavior to determine which parts of the newsletter you are interested in. We use that information to compile the newsletter. We process your click behavior based on our legitimate interest to gain insight into the preferences of our customers.

WHEN WE SEND YOU A TEXT

We would like to inform you by means of an SMS about new developments and offers on our website. We will then process the following data from you:

- Phone number – this is only used for sending the SMS message
- What you click on in the SMS message – this information is used for analysis purposes to determine which parts of the message our customers are interested in

You can unsubscribe at any time by following the unsubscribe instruction in the SMS.

WHEN WE SHOW YOU ONLINE ADVERTISEMENTS

We advertise our products on third-party websites and social media channels. For this purpose, advertising networks and media agencies are engaged. If we do, we may process the following data:

- Your historical purchases
- Your click behavior on the site and online ads from us
- IP address or ad ID
- Phone number
- E-mail address
- Name

If you click on an online ad for our products (for example, on Google or Facebook) the social media channel in question records that you clicked on a Body & Fit ad and on which channel the ad in question was shown.

Your click behavior, IP address, email address, name and orders on the Body & Fit website will only be passed on to an advertising channel if you have given permission to place the cookies associated with the relevant processing. You can revoke the consent for these advertising cookies at any time via the cookie statement.

If you create an account or have made a purchase, we may classify you into an audience ('audience') based on your email address, telephone number or name that we provide to a social media channel to show you an ad, to show an ad to other users of the channel with a similar interest or to ensure that that ad is not shown. Your data is always passed on 'hashed', which means that it is not readable but can be used for automated processing.

WHEN WE CONDUCT AN NPS AND CUSTOMER SATISFACTION SURVEY

We conduct customer satisfaction surveys (surveys) among customers who order from us. For this, we work with marketing partners with whom we have a processor agreement. In doing so, we process at least the following personal data:

- E-mail address
- Name

We process this data on the basis of our legitimate interest to gain insight into the preferences of our customers regarding products or the user-friendliness of the webshop. Participation in and customer satisfaction survey is of course not mandatory.

The partner we work with for NPS (Net Promotor Score) research is CloseAlert. The partner we work with for customer satisfaction survey is [\[Link\]InSites Consulting](#). Personal data will be deleted 1 day after completing the survey.

WHEN WE SHOW YOU A CAMPAIGN ON OUR WEBSITE

On our website we can highlight a campaign through banners and pop-ups. Some of the campaigns give you the opportunity to subscribe to our newsletter. In doing so, we then process the following data:

- E-mail address
- First and last name
- [Optional] Salutation
- [Optional] Date of Birth
- [Optional] Interests
- IP address

We only process your data if you have given permission to do so. We include your data in our file for sending e-mail newsletters. For showing a campaign and measuring its effectiveness, we use Sleeknote's services. Sleeknote stores your data for a maximum of 3 months.

AUTOMATED DECISION MAKING AND PROFILING

By analyzing your behavior on the site, we are able to tailor the website to your personal preferences. Profiling is also involved in this. Profiling is any form of automated data processing where we analyze certain personal aspects of you to predict your personal preferences and interests, among other things. We only use your click behavior (viewed products), purchase history and possibly account data to be able to create generic customer patterns with it. We do not set up a separate user profile of you. However, some parts of the website (such as recommended products) and the content of the newsletter are tailored to your personal preferences through the use of the generic customer patterns.

WHEN YOU PLACE AN ORDER THROUGH ONE OF OUR INFLUENCERS

For our influencer program, we work with Brandbassador. If a code obtained through one of our influencers affiliated with Brandbassador is used, we will share the following information with Brandbassador:

- Order number
- Coupon number
- Order value

The information is used by Brandbassador for reporting purposes, no personal data is further shared with Brandbassador for customers who place an order through an influencer.

SHARING PERSONAL DATA WITH THIRD PARTIES

Body & Fit will not sell your personal data to third parties and will make it available to third parties involved in fulfilling your order. For example, think of PostNL for the delivery of parcels in the Netherlands. We may also share your data with partners who help us with:

- supporting our customer service;
- supporting us in our advertising and marketing campaigns;
- supporting in conducting customer research and obtaining ratings and reviews;
- providing financial services, such as payment services, debt collection agencies and credit information agencies.

We process this data and share your data with third parties for the performance of the agreement and on the basis of our legitimate interest. Our employees and third parties engaged by us are obliged to respect the confidentiality of your data. We do not allow third parties to use your personal data for their own purposes; we only give third parties permission to process your data for specific purposes and in accordance with our instructions. We have recorded these agreements with all our third parties in processor agreements.

Sometimes we have to pass on personal data to the government because we are required to do so by law. This can happen first of all if certain government agencies need this data for the performance of their tasks, such as the tax authorities. The police or judiciary may also need certain data in the event of fraud or abuse. Finally, certain supervisors may be given access to personal data in the context of an investigation.

VIEW, ADJUST, OR DELETE DATA

You have the right to view, correct or delete your personal data. In addition, you have the right to withdraw any consent for data processing or to object to the processing of your personal data. You also have the right to transferability of your data. This means that you can submit a request to us to send the personal data we have about you in a computer file to you or to an organization named by you.

You can send a request for access, correction, deletion or transfer of your personal data or a request to withdraw your consent to or object to the processing of your personal data to privacy@bodyandfit.com. After establishing your identity, we will inform you no later than four weeks of receiving your request which personal data we process or may possibly delete, shield or correct you.

If you have created an account, you can view and change your details at any time via the my account page.

HOW IS YOUR DATA SECURED?

We take many measures to secure your personal data, both organizationally and technically. We have a group of specialists in-house who work daily to secure our systems and look for vulnerabilities. Through strict access control, we ensure that your personal data is only accessible to employees for whom it is necessary for them to work with them. In addition, we regularly have our security tested by external experts. Do we give your details to someone else? Then we require that the other person handle your data just as carefully as we do, for this a processor agreement is always concluded with the party in question.

COMPLAINTS PROCEDURES

If you have a complaint about compliance with this privacy statement or about a violation of your rights under the law, you can contact privacy@bodyandfit.com. In addition, you have the opportunity to file a complaint with the Dutch Data Protection Authority. For the contact details of the Dutch Data Protection Authority, please refer to their [Link] website: [https://www.autoriteitpersoonsgegevens.nl/nl\[Link\]](https://www.autoriteitpersoonsgegevens.nl/nl[Link]).

CONTACT DETAILS

Name of controller: TriFit Goods and Services

We use the following trade names: Trifit, TriFitShopping, Trifit Goods and Services, Trifit.nl

Branch address: The Hague, Netherlands

Phone number: +31639883470

Email address: trifitshopping@gmail.com

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