

## **PRIVACY STATEMENT BRANDCHEF BV**

This privacy statement is applicable to the website(s) of "Brandchef B.V." located at the Herengracht 515-1, 1017 BV Amsterdam (hereafter referred to as 'Brandchef') for visitors of its website. Brandchef may process Personal Data. Brandchef will be qualified as a Controller, as defined in the General Data Protection Regulation (GDPR).

Personal Data is every piece of information, or a collection of information, which identifies a person or makes a person identifiable. A few of the most common examples are one's name, address or phone number.

### **Data Processing**

#### **Website**

On our website, we collect information when website users use contact forms. These data are required in order to allow and respond to questions of users. The data we collect for such purposes consists of one's name, phone number and email address (in some cases also business details). The website also collects information regarding a visitor's website behavior. This information consists of the IP-address; browser specifications; information regarding a visitor's use of the website such as date, time and length of a visit; how they have accessed the website; the pages which have visited; and search results. This information is mainly collected through automatic processes such as cookies, which are explained in our cookie policy. Brandchef collects such data to optimize our website, to provide relevant content for our users, to obtain knowledge regarding necessary or excessive content, to prevent misuse of our website or in the possible situation of settling a claim or dispute.

### **Storage and Receivers**

Brandchef stores the processed Personal Data for as long as necessary regarding the purposes for which the data were collected and/or for as long as the Data Subject uses our services and the processed Personal Data are necessary for these services. When the purpose of the collection of said data has ended, Brandchef will assess whether we are required to store personal data by law or to settle a possible claim or dispute. For example, Brandchef stores (personal) data for the duration of 7 years, if these (personal) data are relevant for our financial administration, as required by law.

### **Third Parties**

Brandchef uses certain third parties in order to provide their services, for example, in order to host our website and to process the data collected on the website. These third parties are contractually bound to Brandchef and if required, Brandchef concludes a Data Processing Agreement with these parties. Brandchef always assesses whether these third parties are compliant with GDPR standards and enters into binding agreements with them to enforce strict and clear requirements. Furthermore, Brandchef might transfer Personal Data to third parties if a) a user has given their explicit consent, or in the event Brandchef is required to do so because of b) a claim or dispute, c) compliance to legal obligations, or d) an act against unlawful use or misuse of our website and/or property and/or services. All of the data Brandchef collects are stored within the EEA.

### **Cookie Policy**

Brandchef makes use of cookies for various purposes on our website. Some of these cookies are considered functional cookies and are collected in order to enable visitors and users to use the website properly. These cookies collect data such as web browser information, the system and software version a visitor is using and other technical information. We are not required to obtain permission for such cookies. Furthermore, Brandchef might use analytical and/or tracking cookies. The data collection through the use of Google Analytics has been masked to prevent data collection on an individual level, meaning that the IP-addresses have been anonymized and data cannot be traced to individual users. As such, we are not required to obtain permission for the use of Google Analytics either. Our cookies will be explained below, as well as the purpose for which we need them.

On our website we make use of the following cookies:

#### **Google Analytics**

This is used in order to gain an understanding of how the website is used and collect IP addresses (masked).

## **UUID**

Unique, generated ID which is used to obtain and retain information about a user's surf behavior on our website. For non-masked, optional (tracking and analytical) cookies, Brandchef will ask for permission. If a visitor no longer wishes for Brandchef to collect their cookies, they can adjust their browser settings and revoke their permission. As a result the visitor will receive the cookie notification anew the next time they visit the website. Please keep in mind that by not allowing the cookies, some parts of the website might not be fully functional.

## **Rights of Data Subjects**

Data Subjects have, at all times, the right to revoke the permission they have given for the processing of Personal Data. Hence, a person can choose to use the link in the newsletters to unsubscribe or send an email to [hello@brandchef.amsterdam](mailto:hello@brandchef.amsterdam) when they no longer wish to receive newsletters or any other kind of information. Data Subjects have the right to information and to access the Personal Data we collect. They also have the right to restrict the processing of their Personal Data or to request for their data to be removed entirely. Data Subjects can send their questions and requests regarding privacy to [info@Brandchefhospitality.com](mailto:info@Brandchefhospitality.com). Brandchef shall respond to such requests within the legal timeframe of one month. In case of a request for their data to be removed or for a restriction of the processing of Personal Data, Brandchef will assess whether there are no legitimate legal grounds on which Brandchef is allowed to process the Personal Data and as such, would prevent the fulfilment of a Data Subject's request. Data Subjects have the right to file a complaint with the Data Protection Authority.

Privacy Statement Brandchef BV  
July 2020

Brandchef BV  
Herengracht 515-1  
1017 BV AMSTERDAM  
Nederland  
[www.brandchef.amsterdam](http://www.brandchef.amsterdam)  
[hello@brandchef.amsterdam](mailto:hello@brandchef.amsterdam)  
+31207521751