

PRIVACY STATEMENT TEKLINK EUROPE B.V. (MACALLY EMEA)

Introduction

Teklink Europe B.V. (Macally EMEA) takes your privacy very seriously and shall handle your personal data with the utmost security and care. In this Privacy Statement you will learn how we handle your data as well as learn about your rights concerning our processing of your data. We advise that you read this Privacy Statement thoroughly. Should you have any questions or remarks, please contact us at info@macally-europe.com.

Who is Teklink Europe B.V. (Macally EMEA)?

Teklink Europe B.V. (Macally EMEA) is the besloten vennootschap Teklink Europe B.V., with registered office at (6546 BG) Nijmegen listed at the Traderegister of the Dutch Chamber of Commerce under 09127620.

Teklink Europe B.V. (Macally EMEA) is as the controller ultimately responsible with regard to the processing of your personal data.

How does Teklink Europe B.V. (Macally EMEA) use your personal data?

Underneath you will find an overview of the purposes for the processing of your personal data. You will also find a specification of which data Teklink Europe B.V. (Macally EMEA) uses for that specific purpose, the legal justification, and the amount of time Teklink Europe B.V. (Macally EMEA) keeps this data. For clarity's sake, we have categorised the purposes.

Services, customer management and financial administration

Purpose:	Financial administration
Information:	Company name, Billing address, Bank details, Outstanding balance
Legal basis:	Necessary for the performance of a contract
Storage period:	As long as necessary for this purpose

Purpose:	Order Management
Information:	Home address, Delivery address, Billing address, Email, Phone, Payment information, Account number, Order Number, Complaint content, COC number, VAT number, Customer number
Legal basis:	Necessary for the performance of a contract
Storage period:	As long as necessary for this purpose

Purpose:	Handling complaints
Information:	Home address, Delivery address, Billing address, Email, Phone, Payment information, Account number, Order Number, Complaint content, COC number, VAT number, Customer number
Legal basis:	Necessary for the performance of a contract

Storage period: As long as necessary for this purpose

Purpose: Invoicing
Information: Home address, Delivery address, Billing address, Email, Phone, Payment information, Account number, Order Number, Complaint content, COC number, VAT number, Customer number

Legal basis: Necessary for the performance of a contract
Storage period: As long as necessary for this purpose

Purpose: Job application
Information: Name, Email, Location, Social media account, Phone, Profile photo

Legal basis: Legitimate interests
importance: Commercial interests
Storage period: As long as necessary for this purpose

Marketing

Purpose: Direct marketing
Information: Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Affiliate marketing
Information: Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Newsletter
Information: Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Retargeting
Information: Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Social media marketing
Information: Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests
Interest concerned: Commercial interests

Storage period:	As long as necessary for this purpose
Purpose:	Behavioural targeting
Information:	Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose
Purpose:	Loyalty program
Information:	Name, Home address, Email, Phone, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose

Website

Purpose:	Website analytics
Information:	Online behaviour, Location
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose
Purpose:	A/B testing
Information:	Online behaviour, Location
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose
Purpose:	Submitting reviews or messages
Information:	Name, Username, User ID, Message content
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose

Security and fraud prevention

Purpose:	ID verification
Information:	Phone, Financial equity, Debts, Expenses, Credit score, Outstanding loans, Outstanding mortgage, Financial transactions, Professional activities, Agreements and settlements, IBAN number, Name, Address, Social security number
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose
Purpose:	data security
Information:	Phone, Financial equity, Debts, Expenses, Credit score, Outstanding loans, Outstanding mortgage, Financial transactions, Professional activities, Agreements and settlements, IBAN number, Name, Address, Social security number

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Credit check
Information: Phone, Financial equity, Debts, Expenses, Credit score, Outstanding loans, Outstanding mortgage, Financial transactions, Professional activities, Agreements and settlements, IBAN number, Name, Address, Social security number

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Research and Development

Purpose: Market research
Information: Habits, Lifestyle, Online behaviour, Home address, Email, Phone

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

Purpose: Scientific research
Information: Habits, Lifestyle, Online behaviour, Home address, Email, Phone

Legal basis: Legitimate interests
Interest concerned: Commercial interests
Storage period: As long as necessary for this purpose

How did we obtain your personal data?

Teklink Europe B.V. (Macally EMEA) has obtained your data because you have provided this data to us. .

What are your rights?

Under the European General Data Protection Regulation you have a number of rights with regard to your data and the processing thereof:

Access

You may access your personal information and make any necessary changes in your account. If you would like to see which personal data Teklink Europe B.V. (Macally EMEA) has obtained about you, you may exercise your right of access by submitting a request to Teklink Europe B.V. (Macally EMEA).

Making changes

If you wish to make changes to the personal information that you have seen as a result of a request for access and you are unable to make the changes yourself in your account, you may

request that Teklink Europe B.V. (Macally EMEA) makes these changes for you. You may request that Teklink Europe B.V. (Macally EMEA) modifies, corrects, supplements, erases or shields your information.

Restriction of processing of personal data

You also have the right, under certain conditions, to ask Teklink Europe B.V. (Macally EMEA) to restrict the processing of your personal data.

Right to object

If processing of your data takes place on the grounds of 'legitimate interest' by Teklink Europe B.V. (Macally EMEA) or a third party, you have the right to object to that processing.

Portability of data

You have the right to obtain your personal data from Teklink Europe B.V. (Macally EMEA). Teklink Europe B.V. (Macally EMEA) will provide this in a structured and commonly used format, which can easily be opened using commonly used digital systems.

Withdrawing consent

When the legal basis for a particular processing is your explicit consent, you have the right to withdraw that consent. This does not affect past processing, but does mean that we will no longer be allowed to process this data in the future. It may also result in Teklink Europe B.V. (Macally EMEA) no longer being able to provide you with certain services.

Response from Teklink Europe B.V. (Macally EMEA)

A request can be sent to info@macally-europe.com. Teklink Europe B.V. (Macally EMEA) will comply with your request as soon as possible and in any case no later than one (1) month after Teklink Europe B.V. (Macally EMEA) has received such a request. If Teklink Europe B.V. (Macally EMEA) rejects your request, we will indicate in our reply why the request was rejected.

Recipients of your personal data

It is possible that Teklink Europe B.V. (Macally EMEA) is required to submit your data to a third party, for example to fulfil a legal obligation.

What are cookies and how does Teklink Europe B.V. (Macally EMEA) use them?

Cookies are small pieces of (text) information that are sent to your browser when you visit the website of Teklink Europe B.V. (Macally EMEA) and then stored on the hard disk or in the memory of your device. The cookies placed via Teklink Europe B.V. (Macally EMEA)'s website cannot damage your device or the files stored on it. With 'cookies', we also mean comparable techniques collecting information, such as device fingerprinting.

Can changes be made to this Privacy Statement?

This Privacy Statement is subject to changes. We therefore advise you to regularly read the Privacy Statement for any such changes.

Questions, remarks, and complaints

If you have any questions regarding this Privacy Statement or the way in which Teklink Europe B.V. (Macally EMEA) uses your data, you can send an e-mail to info@macally-europe.com. If you have a complaint about the way your data is processed, please send an e-mail to info@macally-europe.com. Furthermore, you always have the right to contact the competent national data protection authority. In The Netherlands, this is the [Autoriteit Persoonsgegevens](#).