

As a designer and manufacturer of luxury LED lights, NEONIS may in some cases use personal data. In conformity with The General Data Protection Regulation ("GDPR") which establishes the European regulations concerning the use and processing of personal information, we take the utmost care to protect the privacy of our clients as well as that of all visitors to our websites. We handle your data confidentially in accordance with our principles.

The basic principles that underlie data processing by NEONIS are that:

- NEONIS has permission to register the data
- The data are necessary for the execution of an agreement between you and NEONIS
- The data are necessary to meet legal requirements
- You have a vested interest in the fact that NEONIS collects the data (i.e. VAT for tax authorities to qualify for income tax advantage)
- NEONIS has a legitimate interest in the processing of the data
- NEONIS only uses personal data for the described purposes (i.e. a quotation request)
- NEONIS collects and processes no more and no other data than needed for those purposes.

These purposes include the processing of personal data in the context of open calls, informing people about products designed by NEONIS.

This Privacy Statement provides insight into the way in which NEONIS handles this information.

### **1. How does NEONIS collect data?**

The following lists the most common ways in which we may collect your personal data:

- When you request information or assistance;
- When you ask for a quotation
- When we process your order;
- When you sign up to receive e-mail newsletters from us;
- When you participate in surveys or research;
- When we respond to your employment inquiries or applications;
- When you communicate with us through our website and social media;

### **2. What data does NEONIS collect?**

When you view NEONIS website or social media pages, our servers may keep an activity log that does not identify you individually. In general, we collect and store

- IP address and other information about the computer or other device that you use to access the site.
- the date and time of your visit, the type of browser you used when visiting us, the pages and sections of our website visited (including duration and frequency of visits per page and section, and the sequence of your visit), and the overall duration of the visit or session.
- personal information collected, for instance, from quotation forms or inquiries, including an e-mail address and other personal details. By submitting this information in writing or in a digital application, you give permission to NEONIS to retain that information for future communication in the context for which the information was given, for example to receive a NEONIS quotation.

### **3. How does NEONIS use data?**

The personal data relating to our business relations is collected solely to help us offer our services efficiently and effectively. The data is collected and processed for the following specific purposes:

- to enable us to responding to your inquiries and offer our services;
- to enable us to enter into and maintain a working relationship with you;
- research for projects or orders;
- processing your order and enable us to send out invoices and administer payments;
- to deliver goods and services;
- to enable us to inform you (with your permission) of our services and products (e.g. via e-mail and occasional newsletters)
- performing statistical and demographic analyses of users of the website and their usage patterns;

- we process the following personal data in particular: company name and address, chamber of Commerce number or VAT for tax authorities to qualify for income tax advantage, contact person's details (name, e-mail address, telephone number).

NEONIS adheres to the highest standards of ethical practices in all our operations and is dedicated to protecting the privacy of all our contacts. We occasionally share data with third parties who perform website analytics. Contracted parties work under the same privacy rules as NEONIS. Information obtained from users on the NEONIS website and analysed by third parties provides insight into viewer interests to help us improve website organisation and optimise information about our products.

#### **4. Transfer to third parties**

We also share information with collaborating partners in connection with processing your orders such as a delivery address and name. This personal information is retained in NEONIS database in order to carry out the activities applied for and to facilitate future communication. By submitting an this information a customer agrees to these uses.

NEONIS may transfer personal data to the authorities or judicial authorities on the basis of a legal obligation. For all other matters, NEONIS will only use the data if the person concerned has given their explicit consent.

#### **5. Social media networking**

Links on NEONIS website can redirect viewers to our partners' websites and various social media networks. If a user clicks through to another site or social media network, the network may place its own cookies and gather data. In this case their own privacy policies apply.

#### **6. How we use Cookies**

We are not using "cookies" ourselves at the moment like many websites are, but we might consider using them in the near future. Cookies are small text files that are stored on your computer or equipment when you visit us that records your preferences. We will use cookies to track use of our websites and online services. We may also use cookies to monitor traffic, improve the websites, and make it easier and/or relevant for your use. Our website is functional without the retention of cookies. You have the ability to accept or decline cookies. Please see here for more information on cookies: [www.allaboutcookies.org](http://www.allaboutcookies.org).

In order to make the website more user-friendly, NEONIS uses Google Analytics, a web service provided by Google Inc. Google Analytics uses cookies to help the website analyse how visitors use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google, which is a member of the Safe Harbour principles. Any user can refuse the use of cookies by indicating this in the settings of their browser. [<https://developers.google.com/analytics/devguides/collection/analyticsjs/user-opt-out>] Cookies from social media networks are also used, as mentioned above, to enable social media integration on NEONIS website.

#### **7. Access, correction and amendment of data**

We will use reasonable efforts to securely process all personal information in line with the rights specified under the GDPR, in particular those related to the following requests:

- Access to your personal information;
- Correction or deletion of the personal information that we hold;
- A restriction of processing of your personal information;
- Transfer of your personal information to another party; or
- Users may request NEONIS to inspect, correct or delete the data processed by NEONIS by contacting us at [support@neonis-lighting.com](mailto:support@neonis-lighting.com). We are located at Veerdijk 42c, 1531 MS Wormer, The Netherlands.

#### **8. Amendment Privacy Statement**

NEONIS has the right to expand or amend this Privacy Statement in the future.

Your continued use of our website following the posting of changes to this Privacy Policy will mean you accept those changes.