

COOKIE POLICY POP-UP TEXT

Sport Heroes asks you to accept cookies for better performance and for social media and advertising purposes. Social media and advertising cookies of third parties are used to offer you social media functionality and personal advertisements. Click on the button MORE INFO or go to your Cookie settings at the bottom of the page for further information or to change your preferences. Read our Privacy and cookie policy for further information on these cookies and the processing of your personal data. Do you accept these cookies and the subsequent processing of your personal data?

PRIVACY AND COOKIE POLICY - EU

This privacy policy ("Policy") describes the personal data collected or generated (processed) when you use the website of the Sportief Besteed Groep (the "Sites"), such as sport-heroes.nl or sportiefadvies.nl. This policy describes the categories of personal data collected during the use of the Sites and Apps and how your personal data is used, shared and protected. The Policy also describes the choices you have with regard to your personal data and how you can contact us.

WHO is responsible for the processing of your personal data?

Which Sportief Besteed Groep entity is responsible for the processing of your personal data, depends on the way in which you use our Sites and Apps and where in the world you are located. The relevant Sportief Besteed Groep branches are hereafter referred to us "we".

WHICH personal data do we collect and WHEN do we do this?

We request you to share certain personal data with us in order for us to deliver the products and services you request from us. This is the case when you purchase items, indicate that you wish to receive messages, generate an account, take part in our events or use our Sites. These personal details includes your:

- contact details, including name, email, phone number and physical address;
- login and account information, including screen name, password and unique user ID;
- personal characteristics, including gender and date of birth;
- payment and credit card details;

- images, photos and videos;
- personal preferences such as marketing and cookie options.

We use additional personal details to enable certain functions on our Sites and Apps. We will ask access to the location data of your phone to keep record of your walking routes, to allow your contacts to communicate with your friends, your calendar to document a training plan or the data of your social network to share the information of an App on your social network. These personal details includes your:

- photos, contacts and calendar information;
- social network information, including account details and all information from your public posts regarding Sportief Besteerd Groep or your contacts with us.

When you use our Sites and Apps, data is automatically collected and forwarded to Sportief Besteerd Groep by the technology platforms offering you the service. It is possible that your internet browser or mobile appliances share certain information with Sportief Besteerd Groep as this equipment interact with the Sites or Apps of Sportief Besteerd Groep. Please refer to the 'Cookies and Pixel tags' section in the Policy for further information. This data includes:

- equipment-IDs, call status, network access, storage and battery information;
- cookies, IP-addresses, referral headers, data that identify internet browsers and the version thereof and web beacons and tags.

Means to allow you to control what we collect

When you use our Apps, we will inform you of the collection and the use of your data via standard authorisations in app stores and mobile control systems and during the use of the App. We will, where necessary, request your permission.

In many cases, the internet browsers or mobile equipment offer additional functionalities that allow you to determine when your equipment collects or shares certain types of information. Your mobile equipment or internet browser can, for example, provide the means that allow you to check the use of cookies or the sharing of your location. We encourage you to become familiar with the means available on your equipment and to use them.

WHY and HOW we use (process) your personal data

We use the personal data we collect from you as follows:

To deliver the functions of the Sites and services you request

When you use our Sites, we will use your data to deliver the product or service you have selected. If you, for example, make a purchase or take part in an event or promotion, we will use the provided contact details to communicate with you about your purchase, event or promotion.

In some cases, it is possible that you need to provide additional information or additional permission to use certain data in a certain way to Sportief Besteerd Groep, in order for you to use specific functions on our Sites and services. For the purposes of sharing information on social media, you may be asked to provide the account details of your social media account.

In order to share information about our products, services and events and for other promotion purposes

When you generate a Sportief Besteerd Groep account, we can use the information provided by you and information from other Sportief Besteerd Groep sources, such as your use of the Sites of Sportief Besteerd Groep and your participation in Sportief Besteerd Groep events to send you personalised messages regarding news, products and services that could be interesting for you. When applicable law requires this, we will ask you explicit permission before we process or share your personal data with a third party to send you information regarding the Sportief Besteerd Groep, services and events that could be interesting for you.

In order to exploit, improve and maintain our business activities, products and services

We can use the information provided by you during the performance of our activities. For example, if you make a purchase, we can use the information you provide us for that purchase for accounting, audit and other internal functions. Another example is that we can use the data on your use of our products and services to improve your user experience and to help us determine technical and service providing issues and manage our Sites and Apps.

In order to indemnify the rights, ownership or safety of Sportief Besteerd Groep or others

We can also use the data on how you use our Sites to prevent or detect fraud, abuse, illegal use and breaches of our user terms and conditions and to comply with court orders, requests from the government and the applicable legislation.

For general research and analytical purposes

We process data on how our visitors use our Sites and Services in order to better understand the behaviour and preferences of clients. We can, for example, use information on how visitors search and find products on Sportief Besteerd Groep.com in order to gain a better insight in how we can best organise and present products in our shop.

Other purposes

We can also use your personal data in other ways and will in this case provide you specific information with regard to the collection of data and, insofar necessary, request your permission thereto.

SHARING your personal data

Sharing of data by Sportief Besteerd Groep

Sportief Besteerd Groep shares your personal data with:

- Sportief Besteerd Groep entities for the purposes and subject to the above-mentioned terms and conditions;
- third party service providers that process personal data for Sportief Besteerd Groep, e.g. for the processing of credit card and payment details, distribution and deliveries, management of our data, sending of emails, research and analysis, the promotion of the brand and our products and the management of certain services and functions;
- other third parties insofar necessary (i) to comply with government requests and court orders or the applicable legislation; (ii) to prevent the illegal use of our Sites and Apps or breaches of the User terms and conditions of our Sites and Apps and our policy, (iii) to defend ourselves against claims of third parties; and (iv) to assist in fraud prevention or research fraud (e.g. fake products).

We do not sell, trade or share your personal data, nor do we transfer this data to external parties that do not form part of the Sportief Besteerd Groep and third party processors. We can also forward your personal data in the event of the sale or transfer of all or part of our company or assets (also in the event of a reorganisation, dissolution or settlement).

Sharing of data by yourself

When you use certain social functions on our Sites or Apps you can generate a public profile that contains information such as your screen name profile photo and home town. You can also share content with your friends or with the public, including information regarding your Sportief Besteerd Groep activity. We recommend that you use the means provided by Sportief Besteerd Groep to manage the information you share via social media and that allow you to determine which information you wish to make available via the social functions of Sportief Besteerd Groep.

PROTECTION and MANAGEMENT of your personal data

- **Encryption & Security:** We use a variety of technical and organisational security measures, including encryption and authentication means to secure your personal data. Your personal data are kept on systems behind the secured networks and are only accessible to a limited number of people with special authorisation to access to this system.
- **International forwarding of data:** The personal data we collect or generate (process) as part of our Sites are stored in the United States of America.

Certain data recipients with whom Sportief Besteerd Groep shares your personal data, can be situated in a country other than the country where your personal data was initially collected. It is possible that legislation in those countries does not offer the same level of protection as the country in which you initially provided your personal data. When we forward your personal data to recipients of other countries, including the United States of America, we will protect this information as described in this Policy and pursuant to applicable law.

If you are located in the European Economic Area ("EEA") or in Switzerland, we will take measures to comply with the applicable legal requirements and guarantee sufficient protection during the forwarding of personal data to recipients in countries outside the EEA or Switzerland.

- **Keeping your data:** We keep your personal data as long as necessary for the purposes for which we collect these, except if the law requires otherwise.
- **Your rights with regard to your personal data:** You are entitled to access your data and to change or remove the data if this stored data is incorrect or unlawful in any way. You are also

entitled to object the processing of your personal data for serious and justified reasons related to your particular situation, and to object the use or publication of your personal data for direct marketing purposes. In cases in which we obtained your specific permission for the processing of your personal data, you are always entitled to withdraw your permission. In order to change your (email or text) registration or if you wish to no longer receive further notifications of Sportief Besteerd Groep, you can change your preferences in the section "view or change my profile" on our Sites. You can also contact us to exercise your right of access, change or removal or to object the processing of your personal data via the contact details in the section "Questions and Feedback" or by sending an email to info@sportiefbesteedgroep.nl.

COOKIES and pixel tags

When you use our Sites, Sportief Besteerd Groep receives information which possibly contains personal information of your browser and stores this information. We use different methods, such as cookies and pixel tags to collect this information, and this can contain the following information. (i) IP-address; (ii) unique cookie code, cookie information and information regarding whether or not your equipment has software that provides access to certain functions; (iii) unique ID and type of equipment; (iv) domain, browser type and language, (v) operating system and system settings; (vi) country and time zone; (vii) previously visited websites; (viii) information regarding your interaction with our Sites, such as click behaviour, purchases and indicated preferences; and (ix) access times and reference URLs.

Third parties can also obtain information via our Sites by way of cookies, plugins and widgets. These third parties also collect this data directly from your internet browser and the processing of this data is subject to their own privacy policies.

We use cookies and pixel tags to follow how our clients use the Sites and to gain an insight in the preferences (such as country and language choice) of our clients. This enables us to provide services to our clients and to improve their online experience. We also use cookies and pixel tags to collect generated data with regard to the traffic on and the interaction with the Sites, so that we can establish trends and can obtain statistical data in order to improve our Sites. In general, we use three categories of cookies on our Sites:

- **Functional:** These cookies are needed for the basic functionalities of the Site and are therefore always engaged. This includes cookies that remind you when you surf our Sites within one session or, if you wish, from session to session. They enable the shopping cart and the check-out process and help with security issues and compliance of legislation.
- **Performance:** These cookies allow us to improve the functionality of our Sites by tracking the use thereof. In some cases the cookies enable us to process your request quicker and these cookies enable us to remember the preferences you have selected. If you refuse these cookies, this can lead to less specific recommendations and the slower operation of the Sites.
- **Social media:** Social media cookies offer you the opportunity to connect with your social networks and to share information of our Sites via social media.

For a full and current overview of each third party that gains access to your internet browser (via the Sportief Besteed Groep Sites or otherwise), we recommend that you install a relevant browser plug-in. You can select that your computer warns you each time a cookie is sent or you can disable all cookies. You can do this via your browser settings on each browser and equipment you use. Each browser is slightly different, so check the help-menu of your browser for the correct way to change your cookie-settings. If you disable cookies, it is possible that you do not have access to various functions that make our Sites and Apps more efficient and that certain services do not operate as well.

CHANGES to our privacy policy

Both applicable law and our practises change during the course of time. If we decide to review our Policy, we can post the changes on our Sites. If we substantively change the way in which we process personal data, we will inform you thereof beforehand or insofar legally required, request your permission before implementing such changes. We urgently recommend that you read our Policy and keep informed of our method. This Policy was last changed in November 2016.

Questions and feedback

Please inform us if you have any questions, remarks or comments with regards to our Policy and privacy practises. If you wish to provide feedback or if you have any questions or

comments, please contact Consumer Services/Privacy, Sportief Besteel Groep, Vulcanusweg
263C 2624AV Delft, the Netherlands or send an email to info@sportiefbesteedgroep.nl.