

# OUR PRIVACY POLICY



## PRIVACY POLICY OF WWW.JMF FILTERS.COM

This Website hosts this page and collects certain Personal Data from the Users.

This document can be printed for reference using the print job in each browser's settings.

### SUMMARY OF POLICIES

#### PERSONAL DATA IS COLLECTED FOR THE FOLLOWING PURPOSES USING THE FOLLOWING SERVICES:

**1. ANALYSES**

**1. GOOGLE ANALYTICS MET GEANONIMISEERD IP**

Personal data: Cookie; Usage

**2. CONTACT WITH THE USER**

**1. CONTACT**

Personal data: surname; address; e-mail address; company name; city; telephone number; Important

**2. TELEPHONE CONTACT**

Personal data: telephone number

**3. MAILING LIST OR NEWSLETTER**

Personal data: surname; e-mail address; company name; Important

**3. REMARKETING AND BEHAVIORAL ADVERTISING**

**1. REMARKETING IN GOOGLE ADS EN FACEBOOK REMARKETING**

Personal data: Cookie; Usage

**2. FACEBOOK CUSTOM AUDIENCE**

Personal data: Cookie; e-mail address

## **CONTACT**

### **1. OWNER AND CONTROLLER**

JMF-Filters BV

Amperestraat 11-J

1446 TP PURMEREND

**Contact email address owner:** info@jmf-filters.nl

## **FULL TEXT OF THE POLICY**

### **OWNER AND CONTROLLER**

JMF-Filters BV

Amperestraat 11-J

1446 TP PURMEREND

**Contact email address owner:** info@jmf-filters.nl

### **TYPES OF DATA COLLECTED**

The type of data that this Website collects itself or through third parties includes: Cookie; Usage data; first name; surname; telephone number; company name; address; e-mail address; city; Data communicated while using the service.

The full information about each type of Personal Data collected can be found in the related articles of this Privacy Policy or in specific text and explanations displayed prior to the Data Collection. Personal data may be provided by the User himself or, in the case of Usage Data, collected automatically when using this Website. Unless otherwise indicated, the provision of all Data requested by this Website is mandatory and if you do not provide this Data, this Website may not be able to provide its Services. In cases where this Website specifically states that certain Data is not mandatory, Users may choose whether or not to provide this Data, without affecting the availability or operation of the Service. If Users are not sure which Personal Data should be provided, they may contact the Owner. The use of Cookies – or other tracking tools – by this Website or by the owners of the third-party services used by this Website serves to service requested by the User, in addition to the other purposes indicated in this document and in the Cookie Policy, if this is the case.

The Users are responsible for Personal Data of third parties obtained, published or shared by this Website and they confirm that they have permission from the third party to provide the Data to the Owner.

## **MANNER AND LOCATION OF DATA PROCESSING**

### **VERWERKINGSMETHODE**

The Owner shall take appropriate security measures to prevent unauthorised access to, disclosure, alteration or destruction of the Data without permission. The processing of the Data takes place using computers and/or IT tools, following organizational procedures and working methods that closely match the stated goals. In addition to the Owner, the Data may in certain cases also be accessible to certain persons in charge of the processing involved in the operation of this Website (management, sales, marketing, legal, systems management) or third parties appointed by the Owner as Data Processors (such as third-party technical service providers, mail programs, hosting providers, IT companies, communication agencies). The updated list of these parties can be requested from the Owner at any time.

### **LEGAL BASIS FOR PROCESSING**

The Owner may process Personal Data relating to Users in one of the following cases, if:

1. Users have given their consent for one or more specific purposes; Note: In certain jurisdictions, the Owner may process Personal Data until the User objects to it ("opt-out"), without the need for permission or any of the following legal grounds. However, this does not apply where European data protection law applies to the processing of Personal Data;
2. the provision of Data is necessary for the execution of an agreement with the User and/or for any pre-contractual obligations thereof;
3. the processing is necessary to comply with a legal obligation that rests on the Owner;
4. the processing is related to a task in the public interest or of a task in the exercise of the public authority entrusted to the Owner;
5. the processing is necessary for the protection of the legitimate interests of the Owner or of third parties.

In any case, the Owner is happy to clarify the specific legal basis applicable to the processing, and in particular whether the provision of Personal Data is a legal or contractual obligation, or a necessary requirement to conclude an agreement.

### **LOCATION**

The Data is processed in the Owner's branches and other places where the parties involved in the processing are located. Depending on the location of Users, the transfer of personal data may mean that the User Data is transferred to a country other than their own country. For more information about the processing location of such data transmitted, Users may consult the article with details about the processing of Personal Data.

Users are also entitled to information about the legal basis of the transfer of Data to a country outside the European Union or to an international organisation under international public law or established by two or more countries, such as the UN, and about the security measures taken by the Owner to protect their Data.

If such a transfer occurs, Users may learn more by consulting the relevant articles in this document or by making enquiries with the Owner using the information in the contact section.

## **STORAGE TIME**

Personal data will be processed and stored for as long as necessary for the purpose for which it was collected. Therefore, the following applies:

1. Personal data collected for purposes related to the performance of an agreement between the Owner and the User will be retained until this agreement has been fully executed.
2. Personal data collected for the legitimate interests of the Owner will be retained for as long as necessary to achieve these goals. Users may find specific information about the legitimate interests pursued by the Owner in the relevant articles of this document or by contacting the Owner.

The Owner may be permitted to retain Personal Data for a longer period of time when the User has consented to such processing, as long as this consent is not withdrawn. In addition, the Owner may be obliged to retain Personal Data for a longer time when this is necessary for the execution of a legal obligation or on behalf of a government agency. At the end of the retention period, the Personal Data will be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be imposed after the expiry of the retention period.

## **THE PURPOSE OF THE PROCESSING**

The Data relating to the User is collected so that the Owner can provide his Service, comply with his legal obligations, respond to enforcement requests, protect his rights and interests (or those of his Users or third parties), detect malicious or fraudulent activities, and for the following purposes: Analysis, and registration of sessions, Tag Management, Contact with the User, Interaction with live chat platforms , Optimization and distribution of traffic and Remarketing and behavioral advertising.

For specific information about the Personal Data used for each purpose, the User may consult the section "Detailed information about the processing of Personal Data".

## DETAILED INFORMATION ON THE PROCESSING OF PERSONAL DATA

Personal data is collected for the following purposes using the following services:

### 1. ANALYSES

---

The services described in this section allow the Owner to track and analyze internet traffic and this can be used to map usage behavior.

#### **GOOGLE ANALYTICS MET GEANONIMISEERD IP (GOOGLE LLC)**

Google Analytics is a web analytics service provided by Google LLC ("Google"). Google uses the collected Data to track and investigate the use of this Website, to compile reports on its activities and to share them with other Google services. Google may use the collected Data to frame and personalize the advertisements of its own advertising network. This integration of Google Analytics anonymizes your IP address. This works by shortening the IP addresses of users in the Member States of the European Union or in other States within the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server and abbreviated in the US.

Personal Data Collected: Cookie; Usage.

Processing Location: US – [Privacy Policy](#) – [Opt Out](#). Participant in Privacy Shield.

### 1. CONTACT WITH THE USER

---

#### **CONTACT FORM (THIS WEBSITE)**

By filling in the contact form with his/her Data, the User gives this Website permission to use this data to respond to information requests, requests for quotations and other types of requests indicated in the header of the form.

Personal Data collected: surname; address; e-mail address; company name; city; telephone number; Important.

#### **TELEPHONE CONTACT (THIS WEBSITE)**

If you provide your phone number, you may be contacted for commercial or promotional purposes related to this Website, or for compliance with support requests.

Personal Data collected: telephone number.

#### **MAILING LIST OR NEWSLETTER (THIS WEBSITE)**

By registering for the mailing list or newsletter, the User's e-mail address is added to the list of contacts who may receive email messages with information of a commercial or promotional nature in relation to this Website. Your email address can also be added to this list if you sign up for this Website or after making a purchase.

Personal Data collected: surname; e-mail address; company name; Important.

---

## 1. REMARKETING AND BEHAVIORAL ADVERTISING

---

With this type of service, this Website and its partners can optimize and offer informed advertisements based on the user's previous use of this Website. This activity is carried out by tracking Usage Data and using Cookies. This information is passed on to the partners who manage the remarketing and behavioral advertising activities. Some services offer a remarketing option based on email address lists. <sup>[SEP]</sup>(this includes fb custom audience and twitter tailored audience). In addition to any opt-out offered by the services below, the User may opt out of the use of cookies from third-party services by going to the [Network Advertising Initiative opt-out page](#).

### **REMARKETING IN GOOGLE ADS (GOOGLE LLC)**

Remarketing in Google Ads is a remarketing and behavioral service provided by Google LLC that links the activity of this Website to the Google Ads advertising network and the DoubleClick cookie.

Users can disable Google's use of cookies to personalize ads in [Google's Ad Settings](#).

Personal Data Collected: Cookie; Usage.

Processing Location: US – [Privacy Policy](#) – [Opt Out](#). Participant in Privacy Shield.

### **FACEBOOK REMARKETING (FACEBOOK, INC.)**

Facebook Remarketing is a remarketing and behavioral advertising service provided by Facebook, Inc. that links the activity of this Website to Facebook's advertising network.

Personal Data Collected: Cookie; Usage.

Processing Location: US – [Privacy Policy](#) – [Opt Out](#). Participant in Privacy Shield.

### **FACEBOOK CUSTOM AUDIENCE (FACEBOOK, INC.)**

Facebook Custom Audience is a remarketing and behavioral advertising service provided by Facebook, Inc. that links the activity of this Website to Facebook's advertising network.

Personal Data Collected: Cookie; e-mail address.

Processing Location: US – [Privacy Policy](#) – [Opt Out](#). Participant in Privacy Shield.

## USER RIGHTS

Users may exercise certain rights with respect to their Data processed by the Owner.

In particular, users have the right to:

1. **Withdraw their consent at anytime.** Users have the right to withdraw their consent if they have previously given their consent for the processing of their Personal Data.
2. **Object to the processing of their Data.** Users have the right to object to the processing of their data if the processing is carried out on a legal basis other than consent. More information can be found in the specific article below.
3. **Access their Data.** Users have the right to know whether the Owner performs the Data Processing, to take note of certain aspects of the processing and to obtain a copy of the Data being processed.
4. **To check and request rectification.** Users have the right to verify the accuracy of their Data and to request updating or rectification thereof.
5. **Restrict the processing of their Data.** Under certain circumstances, users have the right to restrict the processing of their Data. In that case, the Owner will not process their Data for purposes other than storing it.
6. **Have their Personal Data deleted or otherwise deleted.** Under certain circumstances, users have the right to have the Owner delete their Data.
7. **Receive their Data and have it passed on to another Controller.** Users have the right to obtain their Data in a structured, commonly used and machine-readable form and, if technically possible, to transfer that Data to another controller, without being hindered. This provision applies provided that the Data is processed by automated means and that the processing is based on the consent of the User, on an agreement to which the User is a party or on pre-contractual obligations arising from it.
8. **To file a complaint.** Users have the right to bring a claim with their competent data protection authority.

### LEARN MORE ABOUT THE RIGHT TO OBJECT TO PROCESSING

When Personal Data are processed in the public interest, in the context of the exercise of public authority entrusted to the Owner or for the purpose of the legitimate interests of the Owner, the User may object to this processing by providing a reason related to his or her specific situation to justify the objection.

However, users should be aware that, if their Personal Data are processed for direct marketing purposes, they can object to that processing at any time without giving any reason. Users may be informed whether the Owner processes Personal Data for direct marketing purposes, in the relevant articles of this document.

### HOW TO EXERCISE THESE RIGHTS

Requests to exercise User Rights may be addressed to the Owner through the contact details provided in this document. These requests are free of charge and will be processed by the Owner as soon as possible and always within one month.

## **COOKIE POLICY**

This Website uses Cookies. More information and the full notification about cookies can be found here: [Cookie Policy](#).

## **ADDITIONAL INFORMATION ABOUT DATA COLLECTION AND PROCESSING**

### **LEGAL PROCEEDINGS**

The Owner may use the User's Personal Data for legal purposes, in court or in court proceedings in the event of unlawful use of this Website or the related Diensten.De User declares to be aware that the Owner may be forced to disclose Personal Data at the request of government institutions.

### **ADDITIONAL INFORMATION ABOUT THE USER'S PERSONAL DATA**

In addition to the information contained in this Privacy Policy, this Website may, upon request, provide the User with additional and contextual information about certain Services or the collection and processing of Personal Data.

### **SYSTEM LOGS AND MAINTENANCE**

For the purpose of operation and maintenance, this Website and external services may collect files that record the interaction with this Website (system logs) or use other Personal Data for this purpose (such as the IP address).

### **INFORMATION NOT INCLUDED IN THIS POLICY**

More information about the collection or processing of Personal Data may be requested from the Owner at any time. See the contact information at the beginning of this document.

### **HOW REQUESTS NOT TO TRACK BROWSING TRAFFIC ARE PROCESSED**

This Website does not support requests not to track your browsing traffic. Please read the privacy policies of the third-party services used to determine whether they comply with requests not to track your browsing traffic (Do Not Track).

### **CHANGES TO THIS PRIVACY POLICY**

The Owner reserves the right to make changes to this Privacy Policy at any time by notifying its Users on this page and possibly within this Website and/or - to the extent technically and legally feasible - by sending a notice to Users using contact details available to the Owner. We recommend that you check this page frequently for any changes. The date of the last change is indicated at the bottom of the page. If the changes relate to the processing activities based on the user's consent, the Owner must again obtain consent from the User, to the extent required.



## DEFINITIONS AND LEGAL FRAMEWORK

---

### **PERSONAL DATA (OR DATA)**

Any data that enables the identification or identification of a natural person directly, indirectly or in connection with other data , including a personal identification number.

### **GEBRUIKSGEGEVENS**

Information that is automatically collected from this Website (or external services used in this Website), including: the IP addresses or domain names of the computers used by the Users of this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method used to submit the request to the server, the size of the file received in response, the numeric code indicating the status of the server's response (successful, error, etc.), the country of origin, the functions of the browser and the User's operating system, the different time data per visit (such as the time spent on each page of the application) and the data about the tracked pass within the application , in particular focused on the order of the pages visited and other parameters about the operating system of the device and/or the User's IT environment.

### **USER**

The person who uses this Website who, unless otherwise indicated, coincides with the Data Subject.

### **PERSON CONCERNED**

The natural person to whom the Personal Data relates.

### **GEGEVENSVERWERKER (OF GEGEVENSTOEZICHTHOUDER)**

The natural or legal person, public authority, service or other body that processes Personal Data on behalf of the Processor, as described in this Privacy Policy.

### **VERWERKINGSVERANTWOORDELIJKE (OF EIGENAAR)**

The natural or legal person, public authority, service or other body which, alone or together with others, determines the purpose and means of the processing of Personal Data, including the security measures relating to the operation and use of this Website. The Controller is the Owner of this Website, unless otherwise indicated.

### **THIS WEBSITE (OR THIS APPLICATION)**

The means by which the User's Personal Data is collected or processed.

### **SERVICE**

The Service provided by this Website as described in the relevant terms and conditions (if available) and on this site/application.

### **EUROPESE UNIE (OF EU)**

Unless otherwise indicated, all references in this document to the European Union include all current Member States of the European Union and the European Economic Area.

### **COOKIE**

Small datasets stored on the User's device.

---

## **LEGAL INFORMATION**

This privacy statement has been drawn up on the basis of provisions of various legislative rules, including Article 13/14 of the European Regulation 2016/679 (General Data Protection Regulation).

This Privacy Policy applies only to this Website, unless otherwise stated in this document.