

Tower Products Europe Privacy Statement

This Privacy Statement describes how Tower Products Europe handles the personal information we collect from you.

In this statement you can read everything about the way your personal information is collected and how it is handled. We explain where your data is stored and for what purposes your data is stored. In addition you also find your rights with regard to your data and how you can make use of those rights.

Purpose

For a number of purposes, personal data is collected by Tower Products Europe. These are explained below.

Processing of your orders

When you first place an order with TOWER PRODUCTS EUROPE we collect your data required for the processing of the order. These are, for example, your name and address, telephone number and VAT number.

Before we can welcome you as a new client, we will provide your details to Economic Data Resources B.V. (EDR). On the basis of this information, EDR investigates and advises us about the creditworthiness of your company and any additional information available about the directors. EDR will further process your personal data for the purpose of investigating creditworthiness and contact details. If you wish to object to this or if you would like information about the use of your personal data by EDR, we refer to the following website: <https://www.edrcreditservices.nl/privacy-statement>.

Sending newsletters

Tower Products Europe sends newsletters via email. These newsletters are both commercial as well as focused on knowledge sharing. Your name and email address are collected via the appropriate form on the Tower Products Europe website. This data is retained in our e-mail program MailChimp. MailChimp uses this data to send and personalise the newsletters. In addition, MailChimp gives us insights into the opening of and clicks within the newsletters, etc

Data is sent to and stored by servers of MailChimp in the United States. MailChimp is certified for the [EU-US Privacy Shield](#). What information is collected and how it is used, is described in the [Privacy Policy of MailChimp](#).

TOWER PRODUCTS EUROPE has closed a processing agreement with MailChimp.

If you do not agree to the storage and analysis of your data, you can unsubscribe from the e-newsletter via the "unsubscribe" link at the bottom of the e-newsletter.

Getting in contact

Your contact information is collected as soon as you contact Tower Products Europe via the website. In the contact form, however, only the necessary information is requested for contacting you or sending you a proposal or offer you a service, such as your name, company name, email address and telephone number.

Analytics

The Tower Products Europe website collects your data to improve the website. This includes information such as the duration of your visit, or the pages you often visit.

This is done with Google Analytics. Google Analytics uses "cookies" (text files placed on your computer) for the analysis of the website use. The information generated about your use of our website (including your IP address) will be transmitted to and stored by Google's servers in the United States. Google is certified for the [EU-US Privacy Shield](#). We refer to the [Privacy Policy of Google](#) where you can read what information is collected and how it is used.

Google will not connect your IP address to other data, in the possession of Google.

Tower Products Europe has closed a processing agreement with Google for this website.

Managing your data

The personal data that Tower Products Europe receives and processes are managed by:

Tower Products Europe

After you placed an initial order at Tower Products Europe, your personal data will be entered in our ERP system and stored on our servers in Mijdrecht, The Netherlands. If you are not a customer of Tower Products Europe but active in the graphics market, we store your data to keep you informed about news and promotions in your market field. Should you send us an e-mail, these e-mails will be stored on the servers of Tower Products Europe.

Mailchimp

Our newsletters are sent using MailChimp. At the moment you sign up for the e-newsletter, your name and email address are automatically saved in the appropriate list in Mailchimp.

When you contact us through one of the forms or via mail, the concerning mails are stored on the servers of Signet.

Wix

The website and back-ups of the website are hosted at Wix. Data you leave behind on the Tower Products Europe website are stored on the servers of Wix.

Storage period

Your data will be kept for a longer period of time by Tower Products Europe, but never longer than necessary for carrying out activities, unless we have to preserve your data longer because of a legal reasons according to the Dutch law.

Processing of your order

After you have placed an order at Tower Products Europe, the necessary information such as name, address, telephone number and VAT number are stored on our servers. This information is stored indefinitely, but you can request, modify or delete your information at any time.

Sending newsletters

If you have given us permission in advance, via an Opt-In form, for sending e-newsletters, your name and email address will be stored in MailChimp. The storage of your data is for an indefinite period of time. You can unsubscribe at any time via the link at the bottom of the newsletters or send an email to privacy@towerproducts.eu

Contact us

As soon as you contact Tower Products Europe, your information such as name, company name and email address, will be stored on the servers of Tower Products Europe. Your data is stored indefinitely.

Google Analytics

Google Analytics collects information from you through our website, such as your IP address. The last 3 digits of your IP address are anonymized so that your data are stored partly anonymous. This data is kept indefinitely within Google Analytics.

Security

TOWER PRODUCTS EUROPE is and will remain responsible and liable for the personal data collected by Tower Products Europe and guarantees a suitable and effective protection of your data. This applies both to our own IT systems as for our above mentioned partners.

Our employees are aware of the General Data Protection Regulation and process your data in accordance with the guidelines of this regulation. The security of the IT systems used by us in which your personal data is stored, is constantly updated.

We do not make copies of your personal data. Your data will be managed only in the aforementioned systems and software.

The personal information managed by Tower Products Europe or by the previously mentioned third parties, are only accessible via the above software and are password protected and where possible (for example, to create a login code in our webshop) with two-step verification.

The devices that open your data are each locked with a password. The number of devices that have access to your information is limited to only the necessary devices.

In addition, your visit to our website is secured by an SSL certificate. This means that your connection to the Tower Products Europe website is private. You can identify this protection to the Green lock icon before the url.

Your rights

Inspection

You have the right to request your data that is recorded and stored at Tower Products Europe at all times. You can do this by sending an e-mail or contacting TOWER PRODUCTS EUROPE by telephone. You will receive an overview of the data that we stored from you.

Rectification

Your data is not correct? Or has your data changed? You have the right to have this rectified by Tower Products Europe. Do you have a login code for our online shop? Then you can change your data at "edit account", after you are logged in.

Delete

Do you no longer wish that your data is stored at TOWER PRODUCTS EUROPE? You have the right to have your data deleted.

Transfer

If you need the information that Tower Products Europe stored, in case you switch to another supplier or service, then you have the right to transfer your data. In that case Tower Products Europe has to transfer your data to the other supplier.

Stop data use (objection)

You do not want Tower Products Europe to use your data? Then you have the right to stop the use of your personal data.

Filing a complaint

If Tower Products Europe does not handle your data correctly in your opinion, you have the right to complain to the [European Data Protection Board](#).

Would you like to use (one of) these rights? Please contact Tower Products Europe via:

Tower Products Europe bv
Attn. Mrs. Karen Helling
Rendementsweg 20B-1
3641 SL Mijdrecht
The Netherlands

Tel. +31 297 – 289 691
E-mail privacy@towerproducts.eu

Our duties

TOWER PRODUCTS EUROPE processes personal data on the basis of a legitimate interest, namely a commercial interest. For example, processing your order or providing services or products by Tower Products Europe via email.

The personal data we require, is the minimum necessary information to be able to provide you with services or products. For example, your name, address and VAT registration number are needed for processing your order. A.o. your email address is needed to communicate with you about your order or to send out our e-newsletter. If this mandatory information is not provided, Tower Products Europe is not able to offer you the specific service.

Your information will never be sold to third parties. Personal data will only be transferred to third parties whenever necessary to perform the contract (for example, when a supplier needs to deliver goods directly to your address) and with your express consent. You can revoke this consent at any time.

Tower Products Europe bv
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Mijdrecht, September 10, 2018