

## ***I.-Privacy Policy***

*The Artesano Bakkerij Incorporated and its parents, subsidiaries, and affiliated entities (“Artesano Bakkerij”, “the Company,” “we”, “us” or “our”) respects your privacy and we are committed to protecting it through our compliance with this privacy policy (“Privacy Policy”). We have created this Privacy Policy to inform you of our policies regarding the collection, use and disclosure of personal information as well as the rights and choices you have associated with that information.*

*Under the European Union’s General Data Protection Regulation (GDPR), this website collects personal information as a Controller. We determine how personal information is collected, how long it is retained, and what it will be used for. We use third party service providers, who act as data processors, for tasks such as monitoring our website traffic, email marketing, advertising, and other limited tasks. We have confirmed to the best of our ability that these third party service providers are GDPR-compliant. Their use of your personal information is strictly limited to what is necessary to perform their tasks.*

*This Privacy Policy applies to all personal information collected during any written, electronic, and oral communications or collected online or offline, which include:*

- *Our website is located at Artesanobakkerij.com, and all corresponding webpages, software applications, or mobile applications that link to this Privacy Policy (collectively, the “Site”).*
- *When you interact with our advertising and applications on third-party websites and services, if the advertising and applications include links to this Privacy Policy.*
- *Via our Bakery/shop.*

*By using this Site, you consent to the collection and use of the personal information in accordance with this Privacy Policy and our [Terms of Use](#). If you do not feel comfortable with any part of this Privacy Policy or our Terms of Use, you should not use or access our Site or services.*

*We may update this Privacy Policy from time to time and make changes to information previously collected, as permitted by law. If we make material changes, we will post the updated Privacy Policy on this page with an “Updated” effective date of the revisions. We encourage you to look for updates and changes to this Privacy Policy by checking this date when you access our websites and mobile applications.*

*Please note that our websites may contain links to third-party websites, such as delivery services and social media pages. These links are intended for your convenience only. These third-party websites and services are not related to Artesano Bakkerij and may have separate privacy policies and data collection practices. We have no responsibility for these websites or their privacy practices and encourage users to read the privacy policies of all websites they visit.*

### **1.-Personal User Information Voluntarily Provided**

*While using our website, you may voluntarily provide personal information to us by subscribing to our newsletter or email list, downloading our free content, commenting on our social media platforms, completing surveys, contacting us through our website or social media platforms, or through any other form of voluntary engagement with us and/or the website. Your name, email address, phone number, company name and social media profile details will be used to communicate with your, provide customer support, respond to your request, to conduct our business and to send marketing and information about the services and activities of the Company (where you have chosen to receive these). Our legal basis for processing your personal data is our legitimate interests (in order to undertake the above tasks) and your consent. We ask for you*

*explicit consent if we need it for the processing of your personal data. If the use of your data is based on your explicit consent, you may at any time withdraw your consent for future processing for that purpose.*

## **2.-Usage Data**

*We collect usage data automatically when you visit our website. The usage data we collect may include your device's IP address, operating system, browser type and version, geographical location, which pages of our website you visit, how often, the date and time of your visit, and mobile information. If you access our website on a mobile device, we may collect unique mobile identifiers. We collect this data through analytics tracking systems such as Google Analytics and Microsoft Clarity. We use this data – depending on your cookie settings - to analyze and improve our website's performance, to facilitate the use of our website, to improve the content of our webpage and social media platforms, to provide relevant content and advertising to our users, and to improve our products and services. Our legal basis for processing your personal data is our legitimate interests (in order to undertake the above tasks) and your consent.*

## **3.-Information from Third-Parties**

*When you interact with Artesano Bakkerij property page or account on a social media platform, we may collect the personal information that you or the platform make available to us on that page or account, including your social media account ID and/or user name associated with that social media service, your profile picture, email address, friends list or information about the people and groups you are connected to and how you interact with them, and any information you have made public in connection with that social media service. The information we obtain depends on your privacy settings on the applicable social media service; we will comply with the privacy policies of the social media platform and we will only collect and store such personal information that we are permitted to collect by those social media platforms. When you access the Site*

*or our services through social media channels or when you connect the Site to social media services, you are authorizing us to collect, store, and use such information and content in accordance with this Privacy Policy.*

#### ***4.-Information Collected Automatically***

*As you navigate through and interact with our Site or services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including:*

- *Details of your visits to our Site, including, but not limited to, traffic data, location data, logs and other communication data and the resources that you access and use on the Site.*
- *Information about your computer and internet connection, including your IP address, operating system, and browser type.*
- *Information about the type of device you are using, mobile ad identifiers, the time and length of your visit, the website that referred you to our website, and the subject of the ads you click or scroll over.*
- *Information about your preferences to make your use of the Site more productive, via the use of Cookies. For more information on Cookies, please see Section II.*

#### ***5.-Information Collected from Other Sources***

*We receive information about you from other sources to help us correct or supplement our records, improve the quality or personalization of our service to you, and prevent or detect fraud.*

*Some information we collect is publicly available. For example, we may collect information you submit to a blog, a chat room, or a social network like Facebook, Twitter or Google+. We may also collect information about you from other companies and organizations. By gathering additional information about you, we can correct inaccurate information, enhance the security of your transactions, and give you product recommendations and special offers that are more likely to interest you.*

## **6.-Transaction Data**

*Transaction data is personal information we collect related to your purchase of our products and/or services. We use this information because it is necessary in order for us to provide our products and services to you. Through buying our products or services, you are entering a contract with us. We have a legal basis to process your transaction data in performance of that contract. Preventing Fraud and Legal Compliance We may also use your personal information to assist in detecting and preventing fraud and where necessary to comply with legal or law enforcement obligations.*

## **II.-COOKIES, PIXELS AND WEB BEACONS**

*Cookies are small text files that contain data and sometimes a unique identifier. Cookies are sent to your computer or device's browser and stored on your device's hard drive. We use cookies to collect information about your usage of our site, which may include your preferences, in order to personalize your experience on our website and advertisements, as well as to analyze and improve the use of our website. Our website uses session cookies and persistent cookies. We may also send Facebook pixels and web beacons to your computer or device to identify your browser and improve the quality of our website and advertising.*

## **1.-Session Cookies**

*We use session cookies, which expire once you close your browser, to enable you to use all of the features of our website. These are strictly necessary cookies, which do not require your consent. Without these cookies, all of the services of our website will not be available for you to utilize.*

## **2.-Persistent Cookies**

*If the persistent cookies require permission, we request your consent on the website before placing them on your device. Persistent cookies stay on your computer or device until you delete them. Persistent cookies used by our website include:*

**3.- Personalization and Functionality Cookies:** *We use cookies to remember choices you make when using our website.*

**4.- Analysis and Performance Cookies:** *We use cookies to track traffic to our website. We use these cookies to monitor the performance of our website and services, as well as track how new features we employ perform.*

**5.- Targeting Cookies:** *These cookies record visits to our website and track user browsing habits while on our website. We use this information to ensure the advertising displayed on our website is relevant to our users.*

**6.- Security Cookies:** *We may use cookies to prevent fraud on our website and protect user accounts.*

### **III.-OPTING OUT AND MANAGING COOKIES**

*Once you have given us your consent to the use of cookies, we store a cookie on your computer or device to remember this for next time. Your consent will expire periodically. If you do not accept cookies on our website, your experience on our webpage may be impacted as all of our features and functionality may not be available to you. If you wish to withdraw your consent at any time, you will need to delete your cookies using your internet browser settings.*

*1. Disable the use of cookies in your computer or device's browser*

*2. Delete the cookies associated with this website that are saved in your browser. Please visit the help pages of your web browser for more information on deleting cookies.*

#### **For Google Chrome:**

*<https://support.google.com/accounts/answer/32050?co=GENIE.Platform%3DDesktop&hl=en>*

#### **For Safari:**

*<https://support.apple.com/guide/safari/manage-cookies-and-website-data/sfri11471/mac>*

### **IV.-EMAIL MARKETING**

*If you download any of our free materials, purchase any of our services or products, subscribe to our newsletter, you will only be added to our email list when you affirmatively consent to be added. You have the option to unsubscribe at any time from the bottom of every email we send or by emailing us at [info@artesanobakkerij.com](mailto:info@artesanobakkerij.com)*

*If you are an existing customer of Artesano Bakkerij (for example we provided products and/or services to you), we may use the contact details you provided to send you marketing communications about similar Artesano Bakkerij products or services (unless you have opted out). In other cases, we ask for your consent to send you marketing information.*

## **V.-SHARING AND DISCLOSURE OF PERSONAL INFORMATION**

*We may share or disclose your personal information in the following circumstances:*

- *Service Providers. We may employ other companies and individuals to facilitate our Site or services (“Service Providers”), provide the services on our behalf, perform service-related activities or assist us in analyzing how our Site or services are used. These Service Providers provide us support services such as credit card processing, website hosting, email and postal delivery, location mapping, analytics and marketing services, or conducting academic research. The Service Providers have access to your personal information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose. The Service Providers are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.*
- *Within Our Corporate Organization. We may share your personal information with our subsidiaries and affiliates in order to provide you with the Site or services and take actions based on your request, as well as for the purpose of management and analysis. For example, we may share your information with our subsidiaries and affiliated companies to administer our loyalty programs, process orders and requests, and expand and promote our Site and services.*



- *Corporate Transactions.* To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by us about our Site users is among the assets transferred, and you agree to and do hereby consent to our assignment or transfer of rights to your personal information.
- *Third-party Advertisers.* In certain circumstances we may share your personal information with third-parties to market their products or services to you if you have not opted out of these disclosures. We contractually require these third-parties to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- *Co-Branded Services and Features.* Portions of our Site or services may be offered as part of co-branded services and features. We will share your personal information with our co-branded partners based on your voluntary use of or participation in a co-branded service or feature. The co-branded partners will be identified on the co-branded feature or service, along with an applicable co-branded partner's privacy policy. Use of your personal information by a co-branded partner will be subject to a co-branded partner's privacy policy. If you wish to opt-out of a co-branded partner's future use of your Personal information, you will need to contact the co-branded partner directly.
- *Consent.* We may disclose your personal information for any purpose with your consent.
- *As Required by Law.* We may disclose your information if we believe that the disclosure is required by law, if we believe that the disclosure is necessary to enforce our agreements or policies, or if we believe that the disclosure will help us protect the rights, property, or safety of Artesano Bakkerij or our customers or partners.

*Please note that we may disclose, without restriction, aggregated or anonymized information about our users, which is information that does not identify any specific individual.*

## **VI.- RETENTION**

*We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your personal information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes and enforce our legal agreements and policies. Artesano Bakkerij will also retain Site and services usage data for internal analysis purposes. Usage data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Site, or we are legally obligated to retain this data for longer periods.*

## **VII.-COMMUNICATIONS PREFERENCES**

*In order to provide service to you, we may send you communications related to your transactions, security, or the administration of this website. From time to time, we may also send you other messages or updates about The Cheesecake Factory, our website, and promotions or other activities. If you do not wish to receive non-transaction/security related communications from Artesano Bakkerij, you may opt-out by clicking the “unsubscribe” link in the communication or contact us where specified in the “Contact Us” section, below.*

*You may also update information about your account with us. We will update and correct your profile if you wish to make changes. Please note that if you opt out of receiving communications from us, we may still send you service communications such as emails about your account or the status of your application.*

*Please note that “opt-out” and “unsubscribe” requests may not take effect immediately and may take a reasonable amount of time to receive, process and apply, during which time your Information shall remain subject to the prior privacy settings. Additionally, you should be aware that any Information provided to third-parties prior to your election to opt-out or unsubscribe will not be retrieved or rescinded, unless required by applicable law.*

*Similarly, you may opt in to receive text messages, telephone calls and mailings. Where our mobile applications allow for the delivery of “push notifications” you can also opt out of receiving these notifications by toggling the “Notifications” switches within our mobile applications to “off.” By downloading and using our mobile applications, you may receive promotional messages, offers, news and information about The Cheesecake Factory or our business partners within the mobile application itself. These “in app” messages are part of our mobile application’s functionality and cannot be turned off. If you do not want to receive “in app” messages, offers, news and information, do not download or use our mobile application.*

### **VIII.-YOUR RIGHTS UNDER THE GDPR**

*Under the GDPR, you have various rights regarding our collection and retention of your personal information.*

**1. Right to access:** you have the right to request copies of the personal information we have collected from you as well as information about the purpose of our collection of your personal information, and who the information is shared with. We will provide you with a copy of your personal information for free, but additional requests may incur a fee.

**2. Right to rectification:** if you believe any of the personal information we have collected is inaccurate or incomplete, you have the right to request we correct or complete that information.

**3. Right to erasure:** under certain conditions, you have the right to request that we erase your personal information.

**4. Right to restrict processing:** you have the right to request that we restrict processing of your personal information under certain circumstances.

**5. Right to object to processing:** you have the right to object to our processing of your personal information in certain circumstances.

**6. Right to data portability:** you have the right to have us provide your personal information to you in a secure, structured, commonly used, machine-readable format.

**7. Right to complain to a regulatory authority:** you have the right to contact the relevant supervisory authority regarding our handling of your personal information.

**8. Right to withdraw consent:** if the legal basis for the processing of your personal information is solely your consent, you have the right to withdraw your consent at any time. If you wish to exercise any of these rights, please contact us at [info@artesanobakkerij.com](mailto:info@artesanobakkerij.com) We may need additional information in order to confirm your identity before we can proceed with your request. In addition, some of these GDPR

*rights are subject to restrictions such as legal obligations or legal defense. If your request has been rejected, we will notify you accordingly. If you are not satisfied with the way we handle your rights or how we process your personal information, you may contact your local Data Protection authority and lodge a complaint.*

### **IX.-DO NOT SELL MY PERSONAL INFORMATION**

*We do not sell your (or any) personal information obtained via our website and do not intend to sell your information in the future.*

### **X.-CHILDREN'S ONLINE PRIVACY PROTECTION ACT COMPLIANCE (GDPR)**

*In compliance with the GDPR, we do not knowingly solicit, collect or use any information or market in any way to children under the age of 16. If we learn we have received personal information from a minor under the age of 16, we will delete this information and/or attempt to obtain parental consent. If you know we may have unknowingly collected information from a minor, please contact us at [info@artesanobakkerij.com](mailto:info@artesanobakkerij.com)*

### **XI.-THIRD PARTY WEBSITES**

*Our website may contain links to third party websites, including third party advertisers, that may use cookies and web beacons. We do not control or maintain these third party websites and cannot guarantee the safety of any personal information you provide to these third parties. You accept we have no responsibility for their privacy practices. Each of these third party websites has their own Privacy Policy, and is not subject to the terms of this Privacy Policy. We therefore advise you to consult the privacy policies of these third party websites.*

## **XII.-CHANGES/UPDATES TO THIS PRIVACY POLICY**

*This Privacy Policy is current as of 15/12/2022*

*You are advised to review this Privacy Policy periodically to check for any changes; however, we will notify you of any changes by posting our new Privacy Policy on this page. Any change will be displayed prominently here, and we will also update the last updated date to reflect any changes.*

### **CONTACT US**

*This website is owned and operated by:*

*From Artesano Bakkerij, Tempeliersstraat 28, 2012EE, Haarlem, +31(0)6 50617303  
[info@artesanobakkerij.com](mailto:info@artesanobakkerij.com)*

*If you have any questions about this Privacy Policy, you can contact us at:*

*[info@artesanobakkerij.com](mailto:info@artesanobakkerij.com)*

*Last updated: 15/12/2022*