

# The Group Privacy Notice

**Last updated: 2 March 2023**

## **1. SCOPE AND PURPOSE OF THIS PRIVACY NOTICE**

The following entities are part of a Belgian group of companies in the marketing and communications sector (hereinafter jointly referred to as "**The Group**"):

- **E-GRAPHICS NV**, with registered office at Excelsiorlaan 75-77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0444.878.226;
- **TBWA NV**, with registered office at Excelsiorlaan 75-77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0414.235.827
- **VOLTAGE Brussels NV**, with registered office at Excelsiorlaan 75 – 77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0760.851.172;
- **DDB NV**, with registered office at Excelsiorlaan 75-77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0412.130.828;
- **MARKETING EN ENTERTAINMENT NV**, with registered office at Excelsiorlaan 75-77, 1930 ZAVENTEM and registered in the Crossroads Bank for Enterprises with number 0459.390.317;
- **DE VLOER NV**, with registered office at Grotehondstraat, 44 1L, 2018, ANTWERP and registered in the Crossroads Bank for Enterprises with company number 0536.918.754.

This Privacy Notice ("**Privacy Notice**") explains how The Group ("**we**", "**us**", "**our**") processes your personal data in connection with our business, including the provision of our websites ("**Site(s)**" at <https://www.tbwa.be/> ; <https://voltage.brussels/> , <https://www.ddb.be/> , [www.opdevloer.be](http://www.opdevloer.be)) and the services we offer ("**Services**").

In particular, this Privacy Notice explains our approach to any personal data that The Group might process from data subjects ("**you**" or "**your**") (i) when you use our Site(s) or Services (ii) during any other interactions with us, or (iii) which we might otherwise process when providing Services to our clients. In addition, we clarify which personal data we collect, why we collected it and we explain what your rights in respect of our processing of your personal data).

This Privacy Notice is intended to assist you in making informed decisions when using the Site(s), providing services to us and/or using our Services. With regard to our Site(s) it is intended to be read in conjunction with our [Cookie Notice](#).

Finally, this Privacy Notice is intended to meet the requirements of the Regulation (EU) 2016/79 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (known as "**GDPR**"), as well as any national or international act or regulation in execution or replacement thereof including but not limited to the Belgian data protection act of 30 July 2018 (together referred to as "**Applicable Data Protection Law**").

Please read this Privacy Notice carefully before providing us with personal data and do not hesitate to contact us in case you have additional questions via [privacy@thegroup.be](mailto:privacy@thegroup.be).

## **2. JOINT DATA CONTROLLERS**

The Group entities may process personal data in various capacities, including as independent data controllers, processors (both intra and extra group) and joint controllers.

To ensure the protection of personal data, we provide this privacy notice jointly and ensure that data subjects have **one overarching point of contact** for all questions, requests and concerns (including for the exercise of their rights) relating to the processing of personal data by The Group: [privacy@thegroup.be](mailto:privacy@thegroup.be) / E-GRAHICS NV (lead controller).

Specifically for camera surveillance in The Building, TBWA NV is the lead controller. TBWA NV can also be contacted via [privacy@thegroup.be](mailto:privacy@thegroup.be).

## **3. SCOPE OF THIS PRIVACY NOTICE**

This Privacy Notice only applies to the processing of your personal data by us or on our behalf, whether the personal data were obtained from you directly or from a third party. It does not apply to personal data collected by and on behalf of third parties during your communications with those third parties or your use of their products or services (for example, where you follow links on our Site to third party websites over which we have no control).

Further, this Privacy Notice is not intended to cover the processing of applicant or workplace personal data. Accordingly, if you are engaged as applicant/employee/personnel for us, please see our [Workplace Recruitment](#) or [Employee Privacy Notice](#) which sets out further information about how we may process your personal data in this respect.

#### 4. HOW WE COLLECT PERSONAL DATA

We may collect and receive your personal data using different methods:

<b>Personal data you provide to us</b>	You may provide us with your personal data directly, for example, when you obtain Services via our Site(s), contact us with enquiries, complete forms on our Site(s), subscribe to receive our marketing communications or provide feedback to us.
<b>Personal data we collect using cookies and other similar technologies</b>	When you access and use our Site(s), we may collect personal data by using cookies and other similar technologies (please read our <a href="#">Cookie Notice</a> for more information).

#### 5. WHO WE COLLECT PERSONAL DATA ABOUT

We collect and process personal data from the following people:

<b>Site visitors</b>	We will collect and process your personal data in connection with your interaction with us and the use of our Site(s).
<b>People who contact us with enquiries</b>	If you contact us with an enquiry through our Site(s), submit a complaint or provide any feedback to us e.g. in our surveys and feedback forms, we will collect and process your personal data in this regard.
<b>Client personnel</b>	We may collect and process your personal data in connection with the supply of Services to you and/or your organization.
<b>Talent</b>	If you supply services and/or content to us and/or work with us to provide services to our clients (including featuring in content we produce), we may collect or process your personal data. This may include your identification and contact data,

	financial data and CVs in connection with such supply of services and/or content to us and our clients.
<b>Partner/ supplier personnel</b>	If you (or your organisation) supply products or services to us or otherwise partner with us, we may collect and process your personal data in connection with our receipt of those products and services and/or partnership. This may include personal data included in any email or telephone communications or recorded on any document relating to an order for the products or services, such as your contact details.
<b>Visitors of The Building</b>	If you attend one of our physical offices or other locations, we may process personal data in connection with your visit and any enquiries you make in this regard. In addition CCTV footage concerning you may be collected for security purposes as detailed in the schedule below (section 6).
<b>Event attendees</b>	If you attend one of our events, we will process personal data about you in connection with your attendance at the event. For example, we may ask you to complete a registration or feedback form, or other documents relating to the event.

## 6. PERSONAL DATA WE PROCESS, PURPOSE AND LEGAL GROUND

The below schedule provides you an overview of the personal data we process about you, why we process it ("purpose") and what the legal ground for this processing is.

<b>PURPOSE</b>	<b>CATEGORIES OF PERSONAL DATA</b>	<b>LEGAL GROUND</b>
<b>PROCESSING VIA THE SITE(S)</b>		
To <b>respond</b> to your inquiries	Your identification and contact details, which may include your name, e-mail address, postal address and contact telephone number	Necessary for the performance of a contract or in order to take steps at your request prior to entering into a contract
To <b>provide</b> you with <b>information on our services</b> through <b>direct marketing</b>		Depending on the applicable legal requirements: - Your consent

		<ul style="list-style-type: none"> <li>- Our legitimate interest to process your personal data for direct marketing purposes</li> </ul>
<p>To <b>personalize your experience</b> on the Sites, e.g. by remembering certain information so you will not have to re-enter it or to tailor the Sites around your preferences</p>	<p>Web behaviour (in aggregate)</p>	<p>Personal data processed via cookies:</p> <ul style="list-style-type: none"> <li>- Cookies that are strictly necessary: our legitimate interest to tailor our Sites to you</li> <li>- Cookies that are not strictly necessary: your consent</li> </ul>
<p>To <b>measure and enhance the useability</b> of the Sites and to <b>understand the effectiveness</b> of our communications</p>		<p>Personal data processed via cookies:</p> <ul style="list-style-type: none"> <li>- Cookies that are strictly necessary: our legitimate interest to measure and enhance the Sites and to learn about the effectiveness of our communications</li> <li>- Cookies that are not strictly necessary: your consent</li> </ul>
<p>To <b>operate, evaluate and improve our business</b> (including developing new Services; improving our Services; analyzing our Services; managing our</p>	<p>This may include your device IP address, domain name, identifiers associated with your devices, device and operating system type and</p>	<p>Personal data processed via cookies:</p> <ul style="list-style-type: none"> <li>- Cookies that are strictly necessary: our legitimate interest to</li> </ul>

<p>communications; performing data analytics)</p>	<p>characteristics, web browser characteristics, language preferences, clickstream data, your interactions with the Sites (such as the web pages you visit, links you click and features you use), the pages that led or referred you to the Sites, dates and times of access to the Site, and other personal data about your use of the Sites</p>	<p>measure and enhance the Sites and to learn about the effectiveness of our communications</p> <ul style="list-style-type: none"> <li>- Cookies that are not strictly necessary: your consent</li> </ul>
<b>OTHER TYPES OF PROCESSING</b>		
<p><b>Managing events</b></p>	<p>This may include identification and contact data, special categories of personal data (e.g. allergies) and images.</p>	<p>Necessary for the performance of a contract or in order to take steps at your request prior to entering into a contract</p> <p>Consent (where legally required to take and process your image).</p>
<p>To <b>comply with and enforce applicable legal requirements</b>, relevant industry standards, contractual obligations and our policies, including this Privacy Notice and our <a href="#">Terms of Service</a></p>	<p>This may include your identification and contact data, which may include your name, e-mail address, postal address and contact telephone number</p>	<p>To comply with a legal obligation</p>
<p><b>Business administration, finance and legal compliance, in particular:</b></p>	<p>This may include identification data, contact data, financial data and transaction data.</p>	<p>Where we use personal data in connection with a business transition, to enforce our legal rights or to protect the rights of third parties,</p>

<ul style="list-style-type: none"> <li>- to facilitate the operation and effective management of The Group;</li> <li>- for financial, accounting and tax purposes;</li> <li>- to comply with our legal obligations;</li> <li>- to enforce or protect our legal rights;</li> <li>- to deal with complaints;</li> <li>- to protect the rights of third parties (including where health or security of a data subject is endangered e.g. in case of fire); and</li> <li>- in connection with a business transition or sale such as a merger, re-organisation, acquisition by another company, or sale of all or a portion of our assets.</li> </ul>	<p>We will not process any special (or otherwise sensitive) categories of personal data or personal data relating to criminal convictions or offences except where we are required to do so under applicable legislation or with the data subject’s explicit consent.</p>	<p>it is in our legitimate interest to do so. For all other purposes described in this section, we rely on our obligation to comply with the law (including any court order) to process such personal data.</p>
<p><b>Security of our office building at Excelsiorlaan 75-77 1930 ZAVENTEM (“The Building”):</b> Cameras with 24/7 functionality are placed at various entry doors,</p>	<p>Camera footage (in accordance with legal requirements)</p>	<p>Our legitimate interest to protect our personnel, visitors and property at The Building.</p>

<p>exits and at the server location (48 in total):</p> <ul style="list-style-type: none"> <li>- To ensure the <b>safety of personnel and visitors</b> of The Building</li> <li>- To <b>protect the property</b> of The Group at The Building.</li> </ul> <p>Information on the storage of camera images can be found in section 10 below. For more information please contact <a href="mailto:privacy@thegroup.be">privacy@thegroup.be</a>.</p>		
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To the extent that the provision of personal data is a legal or a contractual requirement or a requirement necessary to enter into a contract, you are required to provide this personal data to us. If you choose not to do so, we may not be able to offer you certain of our Services and features of the Sites.

## 7. RECIPIENTS OF PERSONAL DATA

We do not disclose personal data we obtain about you to third parties, except as described in this Privacy Notice. We may share your personal data with the following recipients or categories of recipients for the purposes described in this Privacy Notice:

- (1) Our Belgian subsidiaries and affiliates within The Group (as mentioned above);
- (2) Our international, including US, group companies, subsidiaries and affiliates, including TBWA Worldwide Inc., 488 Madison Avenue, New York, NY 10022;
- (3) Our service providers, who perform services on our behalf, including data analytics providers. We do not authorize our service providers to use or disclose your personal data except as necessary to perform services on our behalf or to comply with legal requirements;



- (4) Government agencies, such as law enforcement authorities, for example in response to their requests.

In addition, we also may disclose personal data about you to recipients:

- (5) if we are required to do so by law or legal process (such as a court order or subpoena);
- (6) to establish, exercise or defend our legal rights;
- (7) when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss;
- (8) in connection with an investigation of suspected or actual illegal activity;
- (9) in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation); or
- (10) otherwise with your consent.

## **8. INTERNATIONAL TRANSFER OF PERSONAL DATA**

We will comply with Applicable Data Protection Law in terms of providing adequate protection for the transfer of personal data to recipients in countries outside of the European Economic Area (“**EEA**”).

In case we transfer your personal data to a third country or international organization (i.e., outside the EEA), we will make sure that your personal data is either transferred to third countries that are deemed to be offering an “adequate” level of protection by the European Commission (a list of adequate third countries is available on the European Commission’s website), or, alternatively, where your personal data is not sent to a country that provides an adequate level of protection, we will put in place appropriate safeguards with the entity receiving your personal data (e.g. the EU standard contractual clauses or binding corporate rules, taking into account additional requirements regarding international transfers such as supplementary measures) to ensure that your personal data remains protected in accordance with Applicable Data Protection Law.

If you wish to receive more information or a copy of these safeguards, please contact us at the following e-mail address: **privacy@thegroup.be**.

## **9. HOW DO WE PROTECT PERSONAL DATA**

We maintain appropriate administrative, technical and physical safeguards designed to protect personal data we obtain through the Sites against

accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

## **10. HOW LONG DO WE KEEP PERSONAL DATA**

We retain personal data only for as long as is necessary for the purposes described in this Privacy Notice, after which it is deleted from our systems.

If any personal data is only useful for a short period (e.g. for a specific event or marketing campaign or in relation to recruitment), we will delete it at the end of that period.

If you have opted out of receiving marketing communications from us, we will need to retain certain personal data on a suppression list so that we know not to send you further marketing communications in the future.

Camera images are in principle only kept for one month. In accordance with the legal framework, they can be kept longer e.g. if they can serve as proof of a crime.

For more information please contact us via [privacy@thegroup.be](mailto:privacy@thegroup.be).

## **11. PERSONAL DATA OF MINORS**

As such our Site(s) are not intended for use by, or targeted at, minors (data subjects under the age of 18).

However, due to the nature of our organisation and the Services we provide, we may from time to time collect and process personal data relating to minors. If we do collect personal data of minors, we will comply with all applicable laws and regulations relating to the processing of personal data of minors.

## **12. YOUR RIGHTS AS A DATA SUBJECT**

In accordance with Applicable Data Protection Law, you can exercise the following rights:

- You may request **access** to and **obtain a copy** of any personal data we have processed about you;
- You may also request that any of your personal data that is inaccurate or incomplete be **rectified or completed**;
- You may ask your personal data to be **erased**;
- You may **object** to the processing of your personal data, ask us to **restrict** processing of your personal data or request **portability** of your personal data;

- If we collect and process your personal data with your consent, you can **withdraw your consent** at any time. The withdrawal of your consent shall however not affect the lawfulness of any processing based on your consent before its withdrawal;

You may exercise these rights by contacting us via the details provided below. We will manage your request in accordance with Applicable Data Protection Law.

In addition, you have the right to **lodge a complaint** with a supervisory authority.

### **13. OPT OUT AND UNWANTED DIRECT MARKETING COMMUNICATIONS**

In case you no longer wish to receive direct marketing communications from us (objection/opt-out), please send your request to us via **privacy@thegroup.be** or, in case of direct marketing communication via electronic mail (email/SMS) use the unsubscribe button contained in each electronic direct marketing communication.

### **14. THIRD PARTY LINKS AND SERVICES**

This Site contains links to third party websites and services. Please remember that when you use a link to go from our Site to another website or you request a service from a third party, this Privacy Notice no longer applies to these third-party websites and third-party service providers unless we are acting as joint controllers in respect of your personal data with such third party.

Your browsing and interaction on any other websites, or your dealings with any other third-party service provider, is subject to that website's or third-party service provider's own rules and policies. We do not monitor, control, or endorse the privacy practices of any third parties.

This Site may integrate with social networking services. You understand that we do not control such services and are not liable for the manner in which they operate. While we may provide you with the ability to use such services in connection with our Site, we are doing so merely as an accommodation and, like you, are relying upon those third-party services to operate properly and fairly.

## 15. HOW TO CONTACT US

If you have any questions about this Privacy Notice, want to exercise your rights as a data subject or want to contact our data protection officer (“**DPO**”), you can contact us using the following methods:

<b>Email</b>	Send us an email at: <b>privacy@thegroup.be</b>
<b>Post</b>	Write to us at: E-GRAPHICS NV, Excelsiorlaan 75-77, 1930 ZAVENTEM
<b>Telephone</b>	Call us on: +32 2 679 75 00

## 16. CHANGES TO THIS POLICY

We will update this Privacy Notice from time to time to reflect any changes or proposed changes to our use of your personal data, or to comply with changes in applicable law or regulatory requirements. We may notify you by email of any significant changes to this Privacy Notice, but we encourage you to review this Privacy Notice periodically to keep up to date on how we use your personal data. If we update this Privacy Notice, we will update the effective date at the top of the page.