



## **PRIVACY STATEMENT THE MOMMA BEAR**

In this privacy statement, The Momma Bear is happy to provide clear and transparent information about how we handle your personal data. You know The Momma Bear as a supplier of memorial bears. The Momma Bear believes that the protection and security of your personal information is essential. Your personal data will therefore be treated and secured with the greatest possible care.

This privacy statement applies to all personal data that The Momma Bear collects during your interactions with The Momma Bear, such as when you visit our website, purchase products, subscribe to newsletters, and so on.

The Momma Bear naturally adheres to applicable laws and regulations, including the GDPR. This means that The Momma Bear at least:

- processes your personal data in accordance with the purpose for which they were provided, these goals and type of personal data are described in this privacy statement;
- restricts the processing of your personal data to only those data that are minimally necessary for the purposes for which they are processed;
- ask for your explicit consent if we need it for the processing of your personal data;
- has taken appropriate technical and / or organizational measures to ensure the security of your personal data;
- does not pass on personal data to other parties, unless this is necessary for the execution of the purposes for which they were provided, with due observance of the provisions of this privacy statement;
- is aware of your rights regarding your personal data, wants to point this out to you and will respect them.

### **Responsibility**

The Momma Bear is the so-called controller within the meaning of the GDPR. If, after reading our privacy statement, or in a more general sense, you have questions about this or wish to contact us, you can do so via the contact details below:

The Momma Bear  
Jan Steenlaan 3  
3723 BS Bilthoven

E-mail: [info@momma-bear.com](mailto:info@momma-bear.com)

### **Personal information**

Personal data is any information relating to an identified or identifiable natural person. Personal data we process may include:

- Basic information such as your first and last name, prefix, title;
- Company details such as your company name, address, telephone number (s), e-mail address (es), VAT number, Chamber of Commerce number, bank details (IBAN number / BIC and account holder name);
- Contact details such as your e-mail address, (postal) address and telephone number (s);
- Information related to the device you use to visit our website, such as an IP address;
- Information related to your visit to our website;



- Personal information that you provide to us for the purpose of an application, such as your full name, date of birth, address, telephone number, nationality, marital status and other personal information included in your application;
- Any other personal data relating to you that you may provide to us or that we may obtain in connection with the purposes and for the reasons set out below.

The Momma Bear processes this personal information because you have provided this information to us. For example, you can provide information when entering into an agreement with us, by entering your details on our website. We may also process your personal data from other sources such as the trade register, land registry or by using public sources.

#### Purpose and basis of the processing

The Momma Bear processes your personal data for the following purposes:

- Entering into and executing agreements for the sale and delivery of memorial bears;
- Entering into employment contracts with employees and interns;
- Direct marketing;
- Compliance with laws and regulations, such as for accounting purposes;
- To bring The Momma Bear to the attention of potential customers;
- To generate statistics regarding the use of the website and / or to analyze and improve the website, for customer satisfaction and / or market research.

In general, The Momma Bear only processes your personal data for the purposes as indicated above. When The Momma Bear uses your data for other (closely related) purposes, additional data protection measures are built in if required by law.

We must be able to base the use of your personal data on one of the principles set out in Article 6 of the GDPR. Based on this article, we process your data on the following bases:

- for the implementation or conclusion of an agreement;
- for compliance with a legal obligation;
- you consent to the processing; or
- because of a legitimate interest.

The Momma Bear processes personal data for the following purposes, based on the following bases:

<b><u>Purpose</u></b>	<b><u>Basis</u></b>
Execution of request or agreement	Necessary for the implementation of the agreement
Perform warranty work	Necessary for the implementation of the agreement
Comply with legal (including tax) obligations	Necessary to comply with legal obligation
Customer satisfaction survey, market research and statistics	Legitimate interest
Carrying out recalls	Necessary to comply with legal obligation
CRM	Consent or legitimate interest



Direct marketing (approach with offers or other commercial information. You always have the option to unsubscribe. All communication indicates how you can do this.)	Consent or legitimate interest
--	--------------------------------

### **Security of personal data**

The Momma Bear takes the protection of your personal data very seriously and for this reason The Momma Bear has taken appropriate technical and organizational measures, also if necessary with / at third parties with whom we cooperate via a processor agreement, to guarantee an appropriate level of security to protect your personal data. protect against unauthorized or unlawful processing and against loss, unauthorized access, unwanted disclosure and unauthorized modification.

If you suspect that your data is not properly secured or that there are indications of abuse, please notify us as soon as possible so that we can immediately take the necessary measures against this.

### **Retention period of personal data**

The Momma Bear does not store your personal data for longer than is necessary for the purpose of the processing (Article 5 (1) (c) of the GDPR).

### **Register**

As the controller, The Momma Bear keeps a register of the processing activities that take place under the responsibility of The Momma Bear (Article 30 of the GDPR).

### **Your privacy rights**

As a data subject, you have a number of legal rights. Below is a further explanation:

- Right of access. This means that you can request access to the personal data relating to you. Please note that there may be circumstances where we have the right to refuse your request for access to copies of personal data, for example based on legal standing;
- The right to rectification or correction of your personal data if it is inaccurate or incomplete;
- The right to erasure of the personal data concerning you. Please note that there may be circumstances where we are required to keep your information in order to comply with our legal and regulatory obligations;
- The right to object to or request restriction of processing. Again, there may be circumstances where we are legally entitled to deny your request;
- The right to data portability. This means that you have the right to receive your personal data in a structured, commonly used and machine-readable format, and you have the right to transmit that data to another controller;
- The right to object to profiling;
- The right to lodge a complaint with a supervisory authority;
- The right to withdraw your consent. Again, there may be circumstances in which we have the right to continue to process your data, especially if the processing is required to comply with our legal and regulatory obligations.

You can send your written requests to:

The Momma Bear  
Jan Steenlaan 3  
3723 BS Bilthoven



E-mail: [info@momma-bear.com](mailto:info@momma-bear.com)

### **Visits to other websites**

On the website of The Momma Bear you can find links to other websites. The Momma Bear bears no responsibility for how those websites handle your personal information. Read the privacy statement of the site you are visiting.

### **Share your personal information with others**

The Momma Bear may share your personal information with third parties, in accordance with applicable law, if this is necessary for carrying out the purposes described above.

This may include, but is not limited to:

- External suppliers in connection with the processing of your personal data for the purposes described in this privacy statement;
- Supervisory authorities and other bodies, to comply with legal obligations.

This includes third parties such as affiliated companies of The Momma Bear and third parties engaged by The Momma Bear for (direct) marketing activities, conducting satisfaction and / or market surveys, carrying out recalls and other services.

The Momma Bear will only share personal information in accordance with this privacy statement. If The Momma Bear believes that your approval is appropriate depending on the circumstances, The Momma Bear will seek your approval before The Momma Bear shares your personal information.

We never pass on personal data to other parties with whom no processor agreement has been concluded. We will of course make the necessary arrangements with these parties (processors) to guarantee the security of your personal data.

The Momma Bear will not process personal data or have it processed outside the EEA.

The Momma Bear may in the future sell (part of) its company to another company. Such a transfer of ownership may also include the transfer of your personal information to the new owner.

### **Amendments**

The Momma Bear reserves the right to make changes to this privacy statement. Therefore, regularly check the privacy statement for the current privacy policy of The Momma Bear.

### **Contact details**

For questions or a further explanation about this privacy statement, please contact:

The Momma Bear  
Jan Steenlaan 3  
3723 BS Bilthoven

E-mail: [info@momma-bear.com](mailto:info@momma-bear.com)