



# PRIVACY POLICY

This website is administered by Human Excellence BV with its registered office in Belgium, 3010 Leuven, Heidebergstraat 262, with entreprise number 0892.755.336, VAT number BE 0892.755.336 and trademark Will. For all questions, comments or any complaints, you can reach us at the email address [mail@will.be](mailto:mail@will.be).

## 1. About this privacy policy

We care about protecting your privacy and personal data. In this privacy policy we will explain as transparently as possible which data we collect from you, why, and what we will do with this data. This privacy policy has been drawn up in accordance with GDPR regulations. Please read this policy carefully and feel free to contact us with any questions or comments.

This privacy policy applies to all services provided by Will:

- The online services of Will: websites, applications and internet services giving you access to the content of Will.
- All other services with which you come into contact, such as competitions, SMS campaigns, events, etc.

This privacy policy is the responsibility of Human Excellence BV, with its registered office in Belgium, 3010 Leuven, Heidebergstraat 262. For any questions, comments or any complaints, please contact us via the above email address.

We may adjust our policy at certain times. We will communicate the amended terms as clearly as possible; they will take effect from the moment that they have been announced. In the event of important changes, we will inform you personally as much as possible and, if necessary, ask for your permission again.

## 2. The collection of personal data

### ***2.1 Why do we collect your personal data?***

We collect your personal data to be able to offer our users even better services. With some personal details, we get to know our users better and we can ensure that we tailor our services as much as possible to your needs. In addition, we can use these personal details to easily contact you.

### ***2.2 How does Will collect your data?***

When you participate in a special campaign or promotion, you will be required to provide certain personal details. Your personal details will also be requested when you participate in a competition or when you download additional information. These data will be stored in our system.

### ***2.3 What data are involved?***

We only collect data that provide us with information about the services you use, and how. For example, we store your first and last name, email address and address to be able to contact you more easily in connection with orders and invoices. We also save your IP address to be able to verify your identity and



save your preferences. In addition, we save log file data (such as pages opened, mouse clicks, date and time of your visit, browser, etc.) and device details (such as IP address, brand, type, operating system, etc.).

In this way, we can adjust our services based on your needs and interests. This means that we can show you content that is specifically relevant to you and we get more insight into how our services are used. We use cookies and similar technologies for this purpose. You can find more information about this in our Cookie Policy.

We specifically save the following data:

#### *First and last name*

To be able to address you personally in subsequent communication, we like to use your personal data. These are also necessary to be able to register your order.

#### *Invoice address*

This address is only used if you wish to receive an invoice for your purchase. The invoice will only be sent by email.

#### *IP address*

If possible, we look at your IP address online so that we can remember your preferences and offer you advice accordingly.

#### *Email address*

You will receive an email about your registration and the purchase that you have made. You will also receive newsletters via email. If you no longer wish to receive newsletters and offers, you can easily unsubscribe via the unsubscribe link in the newsletter.

### **3. What do we use your data for?**

- To provide you with high-quality services
- To show you personalised content and advertisements
- To be able to recognise you as a registered user
- To analyse and improve our services
- To keep you informed about what we offer

### **4. Will your personal data be passed on to third parties?**

We will not simply sell on your data to third parties, but in certain circumstances third parties will be given access to your data, such as IT and infrastructure suppliers.

### **5. How to request, view or delete your personal data?**



You may review the personal data we process about you at any time and where necessary, have any incomplete or incorrect details changed. In addition, you can ask for your personal data to be safely deleted if you wish.

Would you like to view, change or have your personal data deleted from our system? No problem – simply send your request by email to [mail@will.be](mailto:mail@will.be). We will respond to your request as specifically and accurately as possible.

## **6. Update to this privacy policy**

In some cases, we will adjust this privacy policy as a result of changes to our services, client feedback, or changes to privacy laws.

Last modification date: 11/01/2024