

## DATA PRIVACY POLICY

Welcome to the website of CX-Brussels vzw/asbl, a non-profit organization with registered offices in Belgium at 1050 Brussels, Avenue Louise 367, registered in the Crossroads Bank for Enterprises under number 0747.848.818 ("CX Brussels").

This privacy policy governs the manner in which CX-Brussels collects, uses, maintains and discloses Personal Data from users of the website (CX-Brussels.be). CX-Brussels is committed to protecting and respecting your privacy. By using this website, you acknowledge that you have read the terms of this privacy policy and that you agree with the collection and the use of your information as set out in this policy. CX-Brussels may, at any time, revise these terms and conditions. By using this website after we post any changes to these terms and conditions, you agree to accept those changes whether or not you have reviewed them. If you do not agree to this policy, please do not use our website. It is always possible to submit a complaint to the Belgian Data Protection Authority.

Although CX-Brussels makes every effort to ensure that the Personal Data is accurate and up to date, this is no guarantee as regards accuracy or comprehensiveness of the Personal Data. CX-Brussels can at any moment modify this privacy policy. Consult it therefore regularly. (*This Policy was last updated on August 18<sup>th</sup>, 2024*)

### 1. Legal framework

**2.1.** This privacy policy is subject to privacy legislation, i.e.

- I. the Belgian Law of 30 July 2018 on the protection of natural persons with regard to the processing of personal data (as amended) (the "Privacy Act"); and/or
- II. Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) ("GDPR"); and/or
- III. All other applicable legislation regarding the protection of privacy and the processing of personal data;

### 2. Purpose

**3.1.** CX-Brussels can process personal data in accordance with the Privacy Legislation and this privacy policy, in order to:

- I. achieve the purpose and exercise its activities, as described in article 1.2; and/ or
- II. provide direct marketing regarding its activities such as updates, newsletters, direct marketing info brochures, emails, marketing materials, invitations to events such as conferences, exhibitions, round tables, seminars and workshops and other information that may be useful to you; and/ or
- III. execute the contract(s) that have been concluded with you or your employer or organization you are a member of; and/ or
- IV. prospect new partners (e.g. members, subcontractors, or contracting parties); and/ or
- V. better understand your needs and preferences in order to adjust its services hereto; and/ or
- VI. acquire statistical data; and/ or
- VII. inform third parties (e.g. subcontractors, partners or contracting parties); and/ or
- VIII. comply with applicable legislation.

### 3. Legal basis and applicability

**4.1.** CX-Brussels has the following legal grounds for the processing of personal data:

- I. your free, specific, informed and unambiguous consent to CX-Brussels, its partners (e.g. subcontractors, partners or contracting parties) to process your personal data. You can give your consent by any means, such as, but not limited to mail, email, an online or offline consent form, a membership form; and/or
- II. the contract or membership agreement you have entered into with CX-Brussels regarding one of its activities set out in article 1.2; and/ or
- III. a legal obligation; and/ or

IV. a legitimate interest of CX-Brussels.

**4.2.** Providing your personal data to CX-Brussels and/or entering into a contract/membership agreement with CX-Brussels, implies that you:

I. declare that you are fully informed about this privacy policy and that you fully accept this privacy policy without any reservation; and

II. give your free, specific, informed and unambiguous consent to CX-Brussels to process or have processed your personal data in accordance with this privacy policy and the Privacy Legislation.

**4.3.** As a consequence, you expressly grant CX-Brussels permission to use your personal data to accomplish the Purpose set out under article 3.

**4.4.** This privacy policy is not necessarily applicable to services, activities or products of third parties to which can be referred and on which a different privacy policy might apply.

#### **4. Personal data**

**4.1.** The personal data CX-Brussels can process are, i.e.: first name, name, address, email address, phone number, birth date, birth place, profession, and function within your organization.

**4.2.** With agreeing to this privacy policy, you guarantee that the personal data you have provided, are complete and correct.

**4.3.** With agreeing to this privacy policy, partners that provide personal data of third parties (e.g. their employees, members, board members, staff, subcontractors, and contracting parties) to CX-Brussels guarantee that (i) these personal data are lawfully obtained and (ii) that the partner is authorized to transfer these personal data to CX-Brussels. These partners will comply with the Privacy Legislation. These partners will indemnify CX-Brussels against, hold CX-Brussels harmless against and shall compensate CX-Brussels for all claims that would result from non-compliance with the abovementioned guarantees and Privacy Legislation.

#### **5. Transfer of personal data to third parties**

**6.1.** CX-Brussels guarantees it does not transfer your personal data to third parties, unless:

I. There is a legal obligation to transfer the personal data;

II. To its partners (e.g. subcontractors, partners or contracting parties) for the achievement of the Purpose;

III. CX-Brussels has a legitimate interest to do so.

**6.2.** Third parties to whom CX-Brussels may, or is obliged to, transfer personal data on the basis of the above categories, can be located within or outside the European Union. The personal data may thus be transferred to companies or authorities of non-EU countries. CX-Brussels cannot be held responsible regarding the transfer of personal data and cannot be liable for the further processing of the personal data by third parties.

#### **6. Storage period**

**7.1.** CX-Brussels stores the personal data for as long as is necessary to achieve the Purpose.

#### **7. Your rights**

**8.1.** The Privacy Legislation provides you with a number of rights in relation to your personal data. You have the right, free of charge:

I. to have access to and receive a copy of your personal data;

II. to have your personal data corrected in case errors would occur;

III. to have your personal data erased in case:

a. your personal data are no longer necessary to achieve the Purpose;

b. you withdraw your consent and there is no other legal ground for the processing of the personal data;

c. you object to the processing of the personal data and there is no other legal ground for the

processing of the personal data;

d. the personal data have been unlawfully processed; e. there is a legal obligation to erase the personal data;

IV. to have the processing of your personal data restricted;

V. to have your personal data transferred to a third party;

VI. to object against the processing of your personal data, in particular the processing in light of direct marketing purposes;

VII. to withdraw your consent pursuant to which CX-Brussels is allowed to process your personal data;

VIII. to lodge a complaint with the Belgian Data Protection Authority ("DPA") if you are of the opinion that the processing of your personal data breaches the Privacy Legislation.

**8.2.** In case you want to exercise the above rights, and provided you prove your identity, you can send a written, dated and signed request by mail to Frederic De Vrieze, Member of the Board, Avenue Louise 367, 1050 Brussels, Belgium or by email to info@CX-Brussels.eu.

**8.3.** With agreeing to this privacy policy, partners that provide personal data of third parties (e.g. their employees, members, board members, staff, subcontractors, contracting parties) guarantee that they will inform the aforementioned data subjects regarding the abovementioned rights and how to exercise these rights.

## **8. Security**

**9.1.** CX-Brussels commits to take (or have) all reasonable measures (taken) to its best ability to safeguard the protection of the personal data through technical safety measures and an appropriate safety policy for its employees. The personal data are stored with CX-Brussels, or, if applicable, with the processor of the personal data on servers located in Dublin, Ireland & Frankfurt, Germany. You acknowledge and accept that the transfer and storage of personal data is never without risk and consequently, the damage that you may suffer from the unlawful use of your personal data by third parties can never be collected from CX-Brussels.

## **9. Liability**

**10.1.** CX-Brussels can solely be held accountable for damages which directly result from the processing of your personal data due to a fault or negligence of CX-Brussels. In any event, CX-Brussels cannot be held liable: (i) in circumstances of force majeure and/or (ii) for any indirect or consequential damage and/or (iii) for damages that result from errors, faults or negligence by you or third parties. CX-Brussels's liability cannot exceed 1,000 euro (thousand euro) for breaches regarding this privacy policy and/or Privacy Legislation.

## **10. Severability**

**11.1.** If any provision in this privacy policy is deemed to be unlawful or unenforceable, that provision shall be amended by CX-Brussels and yourself insofar as necessary in order to make it lawful or enforceable, while retaining the meaning of CX-Brussels and yourself with respect to that provision as much as possible.

**11.2.** Whenever possible, the provisions of this privacy policy shall be interpreted in such a manner as to be valid and enforceable under the applicable law. However, if one or more provisions of this privacy policy are found to be invalid, illegal or unenforceable, in whole or in part, the remainder of that provision and of this privacy policy shall remain in full force and effect as if such invalid, illegal or unenforceable provision had never been contained herein.

## **11. Applicable law and competent court**

**12.1.** You agree that all disputes between you and CX-Brussels regarding personal data and privacy issues, are exclusively subject to Belgian law, excluding any conflict of law principles.

**12.2.** Every dispute regarding personal data and privacy issues belongs to the exclusive jurisdiction of the Dutch speaking courts of Brussels, Belgium, excluding any other court.