

Cookies and the protection of privacy

1. What is the protection of privacy and our cookie policy?

The processing of your personal data by BioWin is subject to the EU's General Data Protection Regulation (GDPR) of 27 April 2016, concerning the protection of private individuals in relation to the processing of personal data and free circulation of this data. The regulation came into force on 24 May 2018.

So what personal data are we talking about? This is about data that BioWin collects concerning you personally and the way in which the company uses it. We also use cookies on our website. To find out more about our Cookie Management Policy, please see point 3 on this page.

By completing our forms and browsing our website you authorise BioWin to deal with your personal data as outlined in the regulation on the protection of personal privacy. BioWin may collect and save the following personal data: your family name, first name, gender, telephone number, email address and postal address; any questions you ask about what you want; and any other data that you give us.

All of this data is referred to hereunder by the term PD (Personal Data).

2. Policy on the protection of privacy and data processing

a. Data processing manager

Our manager responsible for processing personal data is insured by BioWin. You can find all the legal information concerning us in our **legal information**.

b. Processing your personal data

The personal data to which we have access is likely to be collected in the following ways:

- you communicate it to us directly during a verbal or written exchange of information;
- via the forms found on this site;
- when you create an account;
- when you buy goods or services;
- when you contact us;
- when you use our website, mobile applications and our social media pages;
- when we obtain them through regulated access to authentic public sources.

All these sources are complemented by the use of cookies (see point 3 on this page concerning our cookie management policy).

This privacy protection policy guarantees that your PD is collected and processed in complete accordance with current Belgian legislation, in particular the Belgian law of 8 December 1992 regarding the protection of privacy relating to the processing of PD, as well as EU Regulation 2016/679, which came into force on 24 May 2018.

c. Why do we process your data?

BioWin collects and processes your PD exclusively for specific, limited purposes linked to its direct activities in order to ensure optimal communication with its clients and website users. We use your personal data for different purposes, for which we systematically ask for your prior consent: e.g. so that you can receive a newsletter, buy a product, participate in a competition, take part in a promotional event, share information, etc. But it is also used for marketing purposes as well as for situations where the law requires its use. In the framework of a contract, for example, we are also likely to include your personal data or your invoicing data, depending on the nature of the service we provide.

BioWin processes personal data:

- with a view to carrying out its legal and contractual obligations;
- with a view to keeping its clients informed of its activities;
- with a view to promoting its activities on its website and in the press.

BioWin also processes data for the purpose of server and website administration, as well as for statistical analyses and business reviews.

d. How long is your data is kept?

BioWin keeps your PD only for the length of time that is reasonably necessary for the purposes for which it is collected, in accordance with the legal requirements.

e. Communication, security and confidentiality of your data

Some of your data may be transmitted to the public authorities or to subcontractors who act in our name and on our behalf, with a view to processing data in accordance with the purposes for which it was collected.

In addition to these legal obligations, BioWin undertakes never to communicate private individuals' data to third parties other than in compliance with the law of 8 December 1992 on the protection of privacy in relation to the processing of PD.

BioWin checks that its subcontractors guarantee the same level of protection of PD that it implements itself and demands a contractual guarantee from subcontractors that they will process your data exclusively for authorised purposes, and with the necessary discretion and security. Your data can only be shared with your consent and in as far as each partner concludes an agreement with us.

We have put in place and constantly update administrative, technical and physical measures regarding security in order to protect your personal data against unauthorised access, loss, destruction or alteration.

f. Right of access, rectification and opposition

BioWin allows you to keep control of your PD. You may send your request by post or by email, you may at all times exercise your rights in accordance with EU Regulation 2016/679 Art 15, to demand rectification (Art. 16), erasure (Art. 17), limitation of processing (Art. 18),

portability (Art. 20), opposition (Art. 21), not to be the object of automated profiling (Art. 22) or to withdraw your consent to the use of your PD.

3. Cookie policy

a. What is a cookie?

A cookie is a small text file which the server of a website that you consult installs on the hard disk of your computer or your mobile device. The cookie contains a unique code that allows the website to recognise you when you visit or revisit it.

A cookie normally contains the name of the server which places it, an expiry date and a unique numerical code. The information collected and stored in a cookie is deleted as soon as it is no longer required for the purpose for which it was installed.

Cookies generally ensure easier and faster interaction between the visitor and the website (e.g. a cookie retains the user's chosen language). In effect, it memorises your preferences and thereby allows faster and easier access to the site on subsequent visits.

Cookies also help you navigate between the different parts of the web. Likewise, they can be used to make the contents of a website more relevant to a particular visitor and to adapt it to suit visitors' individual tastes and needs.

b. Consent to the use of cookies

For cookies to be placed on your device, your prior and explicit consent is required. Subsequently you can always change your mind and refuse cookies and/or delete them at any time by changing your browser settings.

The warning message on the home page allows you to consent (or not) to our cookie policy. If you refuse your consent, you will still be able to access the public parts of the site, but certain functions will be limited or impossible.

c. The different types of cookies

1. Cookies strictly necessary for browsing

These cookies are required to enable you to visit a website and use certain parts of it. The only personal data these cookies contain is your IP address, which is necessary for you to be able to surf the internet.

They allow you to:

1. navigate between the different pages of the website and help you to return to previous pages;
2. complete forms;
3. verify your identity securely before allowing access to your personal data when a personal account has been created.

Your browser settings allow you to control these cookies. However, if you refuse them, it is possible that certain parts of a website might not function as they should.

2. Functional cookies

These cookies are intended to facilitate and analyse the way websites function and to make using them pleasanter and more personalised.

In particular, they make it possible to:

1. personalise services by memorising your preferences (language, currency, location, browsing data, etc.);
2. avoid having to restate your preferences every time you visit a site;
3. collect data communicated in online forms;
4. establish statistics (e.g. the number of unique visitors);
5. analyse use of the site and the popularity of the pages.

3. Third-party cookies

When you visit a website, socio-demographic data and profile data may be collected to be stored anonymously in a marketing cookie. Marketing cookies are installed by advertisers when they send their advertisements. These third-party advertisers are informed of your visit to the site, but your data is processed anonymously.

Marketing cookies make it possible to:

1. ensure you are not repeatedly faced with the same advertisements;
2. measure the effectiveness of the various marketing actions;
3. personalise the publicity on a website.

4. Social media cookies

These cookies are necessary for you to be able to share the contents of a website with your network and your friends. They also make it possible to follow your browsing on other sites and to establish your interest profile. This may impact the content and the messages you see on the other websites that you consult. If you do not accept this category of cookies, you will not be able to use or even to view these sharing tools.

5. Tracking pixels

Tracking pixels allow platforms (usually social media or webmail services, like Facebook, google, twitter, etc.) to qualify a website's audience by linking it to their own data. The tracking pixels enable any platforms to which you are simultaneously connected to track your browsing on the website and to establish your interest profile. This data is subject to the terms and conditions of the platforms in question. As the data is anonymous, it does not allow you to be personally identified. However, it does make it possible to offer you relevant content, corresponding to your interests, which are linked to your consumer habits on the website.

6. Cookies used on the www.biowin.com site

Type of cookies	Name	Origin	Purpose	Expiry
Functional/ statistic cookies	_ga	Google Analytics	Statistics	14 months
Functional/ statistic cookies	_gat	Google Analytics	Statistics	24 Hours
Functional/ statistic cookies	_gid	Google Analytics	Statistics	1 day
Functional cookies	cookie_accepted	Website	To hide the cookie acceptance banner	1 month

Third-party cookies	AID, TAID	google.com	These cookies link your activities to other devices on which you are already connected via your Google account. Advertisements shown on your devices are coordinated and conversions are measured based on this previous activity.
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Google Analytics

We use Google Analytics to collect statistics on visitors in order to improve our site. Data exchange with other Google services is deactivated and the IP addresses are anonymised. If you prefer to completely block the Analytics script, you can download the unsubscribe plugin for Google Analytics[1] . This plugin will exclude your visits from the statistics of all websites that use Google Analytics.

e. Cookie management

We cannot guarantee you access to all the services of our website if you refuse cookies.

In your browser settings you can refuse the installation of cookies. The way in which cookies can be activated, deactivated or deleted depends on your device and your internet browser.

You can configure your browser in such a way that:

- cookies are saved on your device or, on the contrary, that they are refused, either systematically or depending on the website issuing them;
- you will be asked to accept or refuse cookies before a cookie can be saved on your device.

4. Modification of the present privacy protection policy

We reserve the right to modify the present privacy protection policy in order to remain in conformity with the legislation on the protection of privacy that is in force, or to adapt it to our practices. We therefore invite you to consult it regularly in order to remain up to date with any modifications.

*<https://tools.google.com/dlpage/gaoptout>