

## **Privacy Policy**

Version 0.1- On 01 May 2016 this page has been updated.

We are aware that you trust us. It is our responsibility to protect your privacy. On this page you can read which data we collect when you visit our website and when you use our webshop, why we collect these data and how we improve your experience using our website based on these data. So you will understand how we work. This privacy policy applies to the services of Arctic Blue Omega BV. You must know that Arctic Blue Omega BV is not responsible for the privacy policy of other websites and other sources. By using our website and webshop you acknowledge to accept our privacy policy. Arctic Blue Omega BV respects the privacy of all the visitors/users of its website and ensures that all personal information which you will give us, will be dealt with in a strict confidential manner.

### **Objective**

We collect personal data first of all to fulfil the obligations we have to you as a contract party if and when you buy our products in our webshop. When you order one of our products then we will ask for personal data like name, address etc. These data also include your payment details or other information involved in payments to be made on behalf of you. All these data will be used to execute your order. The data we collect in our webshop are equal to the data you choose to provide to us. Besides this we collect personal data of visitors of our website in general in order to be able to update our services and make the website and webshop more user friendly. These data are collected automatically and include, but not limited to, information about the way you use the website and/or webshop.

### **Purpose**

We collect and use this information for no other purposes than described in our privacy policy unless we have received your permission to do otherwise. Besides this, legislation allows us to use your data to inform you on promotional actions, which we will do from time to time. You can always end this communication by unsubscribing from the newsletter.

### **Communication**

When you send emails or other messages to us it will be possible that we will save these messages. Sometimes we will ask for your personal data when this is relevant. This enables us to answer your questions and requests. These data will be stored on a secure server owned by Arctic Blue Omega BV or by a third party. We will not combine your personal data with other data.

### **Cookies**

We collect data for research to get a better insight in our clients in order to tailor our products. This website uses cookies. A cookie is a small piece of data sent from a website and stored in a user's web browser while the user is browsing the website. Every time the user loads the website, the browser sends the cookie back to the server to notify the website of the user's previous activity. This information gathered by the cookie will be stored on a secure server owned by Arctic Blue Omega BV or by a third party. We use this information to see how you use the website and to make reports on website activity in order to offer you other services and products related to your activity on internet. Specifically, we use cookies generally known as "functional cookies" with which your personal settings as for example your shopping basket. Legislation allows us to use these functional cookies without your consent. We also use the following cookies with the following function:

- Shopping Cart (Functional cookie): Remembers what products are in your shopping cart. Without this cookie, you can still order any products or have them stored in your shopping basket.
- Cookie Selection (Functional cookie): Remembers that you have given permission to us to place cookies.

- Google Analytics (Tracking cookie): Measures how you use the website and how you found us which is used for marketing intelligence.
- Google AdWords (Tracking cookie): We measure how you use the website and how you found us. We use this knowledge to improve our AdWords campaigns
- Facebook (Social Media cookie): With this cookie it is possible to 'like' our Facebook page. This button works through a code originating from Facebook itself.
- Twitter (Social Media cookie): With this cookie it is possible to follow our Twitter page. This button works through code originating from Twitter itself.
- AddThis (Social Media cookie): With this cookie it is possible to share our content via Facebook, Twitter, Hyves and various other social media websites.
- Affiliate Marketing (Marketing cookies): We use these cookies to reward our sales partner sites for their contribution (affiliates such as Daisycon, TradeTracker and Cleafs).
- Review sites (Marketing Cookies): We like to be judged by customers. We use a review site such as The Feedback Company. These place cookies for proper operation.

### **Switch off cookies**

Most browsers are set up to accept cookies but you can set up your browser to refuse cookies or to notify you when a cookie is being sent to you. It is however possible that some services and functions on our website and on other website do not function properly when you have switched off cookies on your browser.

### **Protect and Safeguard**

These data will be stored on a secure server owned by Arctic Blue Omega BV or by a third party. We will not combine your personal data with other data. Besides the measures we have taken to safeguard your information, we strongly advise you to deal with your personal data in a safe way as well. Unfortunately the use of internet cannot be secured for one hundred procent. We therefore do not guarantee any aspect related to security or safeguarding of information you have provided us with using an data connection.

### **Third Parties**

We will not provide your data to other parties. In some cases your data will be shared internally but our personnel signed a non disclosure contract to respect the confidentiality of your personal data. Although this situation is highly improbable, we might provide your personal data to third parties if and when we consider this necessary to recognize, to contact or to start legal procedures against persons or legal entities causing harm to you, Arctic Blue Omega BV or other parties. Besides this we have to furnish your personal data insofar we are obliged to do so:

- as required by law, such as to comply with a subpoena, or similar legal process;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- if Arctic Blue Omega BV and/or its shareholder is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our website of any change in ownership or uses of this information, as well as any choices you may have regarding this information.

### **Personal Data Options**

We offer all visitors the possibility to look at, to change or to delete all personal data which has been provided to us. You can sent us a request, see below for the contact details.

### **Adjustments/Removal communication**

If you would like to alter your personal data or to remove these from our file then you can contact us. See below for contact information.

**Term**

We keep your personal data as long as we consider this necessary to meet the objectives as mentioned in this privacy policy.

**Alterations**

This privacy policy is tuned to the current status of our website. Adjustments or changes on our website can lead to changes in the privacy policy. We will notify you of any changes to our privacy policy by posting the new privacy policy here. You are advised to consult this privacy policy regularly for any changes, as continued use is deemed approval of all changes.

**Questions and Feedback**

We check on a regular basis if we comply with the privacy policy. If you have questions about our privacy policy do contact us:

Name company: Arctic Blue Omega B.V.

Address: Prinses Irenelaan 200, 3554 HH Utrecht

E-mail: [info@arctic-blue.nl](mailto:info@arctic-blue.nl), emails are only read during office hours (Monday-Friday, 9-17 hrs)

Chamber of commerce registration nr: 62567128 VAT: NL854869001B01