

# DE BROCK GALLERY

## Privacy Policy

### 1. Who are we?

We are De Brock Gallery, residing at Zeedijk-Het Zoute 758 8300 Knokke-Heist Belgium with company registration number BE0883593190.

We care about your privacy and every time we deal with your personal data we do so in accordance with the provisions of the general data protection regulation and the national law relating to the processing of personal data.

We are required under data protection legislation to make the information contained in this privacy policy accessible to you. This privacy policy sets out which measures are taken to protect your privacy when using our services or products, and what rights you have in this respect.

When processing your personal data we are in most cases the "data controller". This means that we determine the purpose and means of the processing.

By using our services and/or products, you agree to the collection and processing of some of your personal data in accordance with the purpose described in our privacy policy. You are invited to read this privacy policy carefully and familiarise yourself with its content. Our Privacy Coordinator can be reached at [privacy@debrockgallery.com](mailto:privacy@debrockgallery.com) for any questions or to exercise your rights. Future amendments to this policy cannot be excluded. We therefore ask that you read the privacy policy from time to time.

### 2. Processing of your personal data

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We try to collect as little personal information as possible in order to achieve our goals.

We comply with data protection laws which require that the personal information we process about you must be:

- Collected only for valid purpose(s) that we have clearly explained to you.

- Used lawfully, fairly and in a transparent way which means in a way that is relevant to the purpose(s) we informed you about, limited only to those purpose(s) and in no way incompatible with those purpose(s).
- Accurate and kept up to date, kept only as long as necessary for the purpose(s) we have told you about and handled securely.

We may request certain information from you in order to enable you to use or purchase our services or products. If we have processes in place to obtain your personal information in a different way, we will state this in this privacy policy. If you have any questions do contact our privacy coordinator.

More specifically we will collect any or all of the following data elements:

- Anti Money Laundering (AML) data
- Company address
- Consent
- Correspondence content
- Customer name
- Date & time
- Electronic identification data
- Essential cookies
- Home address
- Images from security camera
- Involved party name
- Payment balance data
- Performance cookies
- Personal email address
- Personal phone number
- Signature
- Third party cookies
- Ultimate Beneficial Owner (UBO) data
- VAT number
- Work email address
- Work phone number

We rely on you to provide us with correct data. If the data changes, we invite you to let us know, so we can keep the data up to date.

We process the data to allow us to deliver the services/products, and to continually improve the services/products available to you and adapt them to your needs. More specifically we perform the below processing:

- **Newsletter / promotion**

Description: Keeping your clients up to date about what your company has to offer

Purpose: To promote similar services to existing customers  
Legal basis: Legitimate interests

Retention period: As from termination of contract, retention during the legal period and/or period relevant for legal action

Data is processed in the EU

- **Customer invoicing & accounting**

Description: Calculating the fee owed, sending out invoices and ensuring payment

Purpose: To ensure proper payment

Legal basis: Contract

Retention period: As from termination of contract, retention during the legal period and/or period relevant for legal action

Data is processed in the EU

- **Delivery of goods and / or services**

Description: Delivery of goods and / or services to customers

Purpose: To ensure proper delivery of goods and/or service, enable track & trace and feedback

Legal basis: Contract

Retention period: As from termination of contract, retention during the legal period and/or period relevant for legal action

Data is processed in the EU

- **Customer correspondence**

Description: communication with customers in electronic or paper form

Purpose: To provide proper service to the client

Legal basis: Contract

Retention period: As from termination of contract, retention during the legal period and/or period relevant for legal action

Data is processed in the EU

- **Corporate website**

Description: Corporate website for consultation by client or prospective client

Purpose: To inform client or prospective client

Legal basis: Legitimate interests

Retention period: As from termination of contract, retention during the legal period and/or period relevant for legal action

Data is processed in the EU

- **Mandatory anti-fraud processing**

Description: Information regarding anti-fraud as required by law

Purpose: Ensure compliance with mandatory anti-fraud measures

Legal basis: Legal obligation

Retention period: As from termination of contract, retention during the legal period and/or period relevant for legal action

Data is processed in the EU

- **Security camera**

Description: Capturing and / or storing of security images or video

Purpose: To ensure security, prevent fraud or theft...

Legal basis: Legitimate interests

Retention period: Maximum 4 weeks, unless in case of evidence of the incident: until the incident has been handled

Data is processed in the EU

- **Customer appointments**

Description: Register customer appointments either on paper on a computer

Purpose: To manage availability and calendar

Legal basis: Contract

Retention period: As from termination of contract, retention during the legal period and/or period relevant for legal action

Data is processed in the EU

In the above processing we are the data controller.

Where you provided consent, you have the right to revoke it. You have the right to withdraw your consent at any time.

In case you object to the processing of your data, please contact us so we can evaluate together if a contractual relation is possible and a continuation of the use of our services is possible.

We also handle supplier data. When we collect, process and store supplier data, we want to make sure we only collect, process and store data we really need and are entitled to handle in this way. In dealing with our suppliers we typically collect, process and store the name, work email and work phone of the person(s) interacting with us. We also collect, process and store the VAT number of our suppliers. If we provide parking space or access to our business area to suppliers' vehicles, we might collect, process and store the licence plate number and timing of the visit for purposes of organisation and security. Our security measures are functionally and technically in line with industry best practices. We retain the information during the legal period and/or period relevant for legal action.

### **3. Processing of personal data on your behalf**

The specific nature of our relationship makes it unlikely that we will process other people's personal data on your behalf. In the exceptional case that this nevertheless occurs, we are the processor and you are the controller. We will then carry out your instructions for the processing, possible subcontracting, the fate of the data at the end of the agreement and the possible transfer of data. We will therefore take the necessary security measures and assist you in fulfilling your obligations under the GDPR.

### **4. Transfer of personal data**

In order to provide certain services or products we might work with third parties such as IT partners, insurance partners, accounting partners, legal advisors... More specifically we reserve the right to transfer your personal data to our partners.

- Facebook Ireland Ltd. because they act as a data processor for:

- Social media - Facebook / Instagram (Electronic localisation data, Involved party name, Date & time)
- Google Ireland Limited because they act as a data processor for:  
Social Media - Youtube (Electronic localisation data, Electronic identification data, Pictures / images, Date & time, )
- Morbee - Ballegeer Accountants because they act as a data processor for:
  - Bookkeeping (Customer name, Home address , Company address, Staff member name, VAT number, Payment balance data, Involved party name)
- Stoffe, Pierre because they act as a data processor for:
  - IT Support (Personal email address, Electronic identification data, Work email address, Customer name)
- Mobull because they act as a data processor for:
  - Shipping & delivery (Home address, Customer name, Company address, Date & time, Signature)
- Art Shippers because they act as a data processor for:
  - Shipping & delivery (Home address , Personal phone number, Customer name, Company address, Date & time, Signature)
- Artlogic Media Limited because they act as a data processor for:
  - Gallery Management Software (Home address, Personal email address, Personal phone number, Work phone number, Purchase history data, Work email address, Customer name, Company address)
- The Rocket Science Group LLC (Mailchimp) because they act as a data processor for:
  - Marketing platform - Mailchimp (Customer name, Read-receipt data, Personal email address, Work email address, Consent)

Some artists and / or galleries may require us to share the details of the buyer of a specific object in order to maintain its provenance. In this case we will require that the receiving party limits its use of the data to this specific purpose. If you would object to this process, we kindly request you to communicate this to us.

In case you object to the transfer of your data, please contact us so we can evaluate together if a contractual relation is possible and a continuation of the use of our services is possible.

Please do note that we may be required by law to process certain data and, as the case may be, to transmit them to the relevant authorities. As this is a legal obligation you can not object this transfer.

## **5. Security & Confidentiality**

We undertake to keep your personal data secure & confidential and have established security procedures to avoid any loss, abuse or alteration to this personal data in line with industry best practices.

## **6. Website & Cookies**

Navigation on our website may result in cookies being saved to your computer. They simplify the visit and improve your experience. When visiting our website you will be informed of the cookies being used and we will ask you for your consent. Furthermore, each time you visit our website, the webserver automatically processes your IP address and/or your domain name.

We may publish links to websites owned and operated by third parties. If you click on such a link you will navigate to another website. Please make sure you read and understand the privacy policy of that website, as it may differ from our policy and is outside of our control. If you feel unsure or cannot agree with the policy, we suggest you leave that website.

## **7. Social Media**

If you use the social media functions such as eg “like” or “share” button that may be on our website, or if you visit our social media page, please know that your personal data will be processed by the social media platform. In this processing, the European regulator considers us and the social media platform both to be joint data controllers, which means that we jointly determine why and how your personal data is processed. You can find out how we process your personal data in this privacy statement. You can find information about the processing by the relevant social media platform in their privacy statement. We ask you to read the privacy statement of the social media platform carefully before visiting the social media items on our page or our page on the social media platform.

If we hold an event such as a client network event, opening event, premiere etc. we might have photographers or videographers present. The photos and videos they shoot are purposed to be used in marketing materials and / or published on our social media pages. When you are not the main subject of these materials the data protection authority's guidance is that your GDPR explicit consent is not required. However, should you oppose to us using materials where you are depicted, please let us know.

## **8. Exercising your rights**

In accordance with the general data protection regulation you have the right to:

- Request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you.

- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal information. This enables you to ask us to remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to remove your personal information where you have exercised your right to object to processing (see below).
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground.

## **9. Data protection authority**

You can direct any complaints and comments to the competent data protection authority at the below address:

Gegevensbeschermingsautoriteit

Drukpersstraat 35, 1000 Brussel <http://gegevensbeschermingsautoriteit.be>