

Privacy Statement for Underweb.be

This privacy statement is crafted to comply with the requirements of the General Data Protection Regulation (GDPR) and to provide better service to those concerned about the use of their personally identifiable information (PII) online. PII includes information that, according to the GDPR and other relevant data protection laws, can be used to identify, contact, or recognize an individual in context. This policy is established to meet the high standards of the GDPR and to provide transparency on how we collect, use, protect, and process your data. Your privacy and GDPR compliance are of utmost importance to us, and we are committed to treating your data with utmost care and responsibility.



We invite you to carefully read this privacy statement to gain a clear understanding of how we collect, use, protect, and otherwise process your personal data in accordance with our website and the GDPR.

Privacy Policy for Potential Customers and Visitors

Welcome to our privacy policy for potential customers and visitors of our website. We understand the importance of your privacy and aim to provide transparency on how we collect, use, and protect information. Please read this policy carefully to understand how we handle your personal data.

1. Information We Collect

When you visit our website, we may automatically collect certain information, such as your IP address, browser type, operating system, date and time of access, and the pages you have visited. This information helps us improve your experience and analyze trends.

Time of Data Collection

We collect information when you fill out forms or input data on our site.

2. Contact Forms and Data Collection

When you contact us through forms on our website, we may collect personal information such as your name, email address, phone number, and message. We use this data to respond to your requests and inquiries.

3. Cookies, Third-Party Technologies, and Google Services

We utilize cookies and similar technologies to enhance your online experience. We use Google Analytics, Google Search Console, and WordPress Plugins to analyze and improve website usage. These tools may use cookies and other technologies to collect data. Additionally, we use caching on our website to accelerate page loading on revisit.

3.1 Use of Cookies

- **Cookies and Third-Party Technologies**

At Underweb, we understand the importance of user preferences and employ cookies and similar technologies to optimize your experience on our website and distinguish you from other users. These tools assist us in providing an improved user experience while enhancing our website. It is important to note that cookies and similar technologies do not allow systematic collection of data that can identify individual users of www.underweb.be. They are employed to refine website operation, better understand user interests, and measure content effectiveness.

- **European Cookie Legislation and Consent**

Due to recent legal changes, all websites targeting specific parts of the European Union are required to seek your consent for the use or storage of cookies and similar technologies on your computer or mobile device. This cookie policy provides detailed and comprehensive information about the cookies we use and their purposes. We also recommend referring to our Privacy Policy for awareness of relevant privacy rules for the website.

3.2 What Are Cookies?

Cookies are small text and numeric files that we store in your browser or on your computer's hard drive. They enable us to remember your preferences while using our website. When you visit www.underweb.be, your consent is requested for placing various categories of cookies we use

3.3 Explanation of Cookie Types

- **First- and Third-Party Cookies**

Categorizing cookies can be done based on their source, function, and duration. Firstly, there are first-party cookies, set by the specific website visited by the user at that time. Examples include cookies set by www.underweb.be.

Additionally, there are third-party cookies, implemented by a domain name different from the currently visited website. Third-party cookies are placed when a third party sets a cookie via the visited website. Think of cookies originating from Google, Twitter, and Facebook.

- **Functional and Non-Functional Cookies**

Another distinction pertains to functional and non-functional cookies, each with specific functions. Functional cookies primarily ensure proper website operation. They are essential for functionalities such as login, registration, and language preferences. These functional cookies are mostly first-party cookies, which is logical given their role in website functionality.

On the other hand, non-functional cookies can serve various purposes. This category isn't directly related to technical aspects of the website. It encompasses cookies for statistical purposes, offering insight into pages visited and device location. Additionally, social purpose cookies enable users to directly share content from the visited website on social media. Preferences are further explored by targeting cookies, which build profiles based on browsing behavior to tailor advertisements to individual interests. Commercial purposes are also considered, with cookies tracking ads shown to a user. Non-functional cookies can be both first-party and third-party cookies.

- **Permanent and Session Cookies**

Regarding duration, there are permanent and session cookies. Permanent cookies remain on the user's device for the period specified in the cookie itself. They are activated whenever the user visits the specific website that placed the cookie. Examples include cookies from social media like Twitter, Facebook, and Google Analytics.

On the other hand, session cookies simplify and link user actions during a browsing session. A browsing session begins when the user opens the browser screen and ends when it's closed. Session cookies are only temporarily placed and are automatically cleared when the browser is closed. This type of cookie is primarily present among functional cookies.

3.4 Aligning Cookies with Your Preferences

Our approach revolves around your consent and preferences. To ensure a seamless experience on our website, it's essential to accept these cookies via your browser settings. However, if you choose to block cookies, there's a chance you'll have limited access to specific parts of our website. If you wish to revoke your consent later, you can easily do so by deleting cookies through your browser settings. For further details on deleting or blocking cookies, we refer you to: <http://www.aboutcookies.org/Default.aspx?page=2>.

3.5 Adjusting Browser Settings

We want to remind you that web browsers offer flexibility to change your cookie settings. These settings are usually found in the 'Options' or 'Preferences' menu of your browser. If you need further clarity on this matter, the following links may be helpful. Alternatively, you can consult your web browser's 'Help' function for more comprehensive details.

- [Cookie Settings in Internet Explorer](#)
- [Cookie Settings in Firefox](#)
- [Cookie Settings in Chrome](#)
- [Cookie Settings in Safari](#)

3.6 Additional Resources for Cookie Information

If you're seeking extra information about cookies and useful insights, you can refer to the following websites:

- Information about cookies: <http://www.allaboutcookies.org/>
- Internet Advertising Bureau: <http://www.youronlinechoices.eu/>

4. How We Use Your Data

We utilize collected data to enhance our website, respond to your requests and inquiries, and analyze trends. We do not share your data with third parties for marketing purposes. The information we collect may be used for purposes such as registration, purchases, newsletter sign-ups, survey results, marketing communications, website usage, and other site functions. We may use this information to correspond with you after interactions via live chat, email, or phone.

5. Security of Your Data

We take reasonable security measures to protect your personal data from unauthorized access, loss, and misuse. Your personal information is stored behind secure networks and is only accessible by limited individuals with special access rights. Sensitive/credit card information is encrypted using SSL technology.

5.1 Security and Confidentiality

- **Robust Security Measures**

At Underweb, we employ comprehensive technical and organizational security measures to protect personal data on www.underweb.be from destruction, loss, alteration, unauthorized access, and inadvertent disclosure. Our commitment is to minimize potential risks and prevent unauthorized data processing. Please note that Underweb cannot be held liable for direct or indirect damages resulting from incorrect or unauthorized use of personal data by third parties.

- **External References**

Our website may contain references to external sites beyond our control. This Privacy Policy does not apply to those sites, as they are not managed by Underweb. We are not responsible for the content, offerings, products, or services of such linked websites. We recommend carefully reviewing the privacy policy of each visited site, as it may differ from our Privacy Policy.

6. Your Rights and Choices

You have the right to request access to the personal information we hold about you, correct it, and request its deletion. You can also request to stop receiving promotional communication from us. Contact us via the provided contact details to exercise your rights.

7. Changes to This Privacy Policy

We may update this privacy policy to comply with changing laws and regulations, or to adjust our practices. Any changes will be posted on this page, along with the last update date.

8. Purpose of Data Collection

At Underweb, we value the confidentiality of your personal data. We will not share it with third parties or use it for direct marketing purposes, unless we have obtained your explicit prior consent ("opt-in") during your registration. This consent can be revoked at any time and without giving a reason, at no cost.

- Providing the services offered on www.underweb.be
- Conducting market research to enhance the technical and content quality of www.underweb.be
- Providing relevant information and offers via email that may interest you.
- Managing the technical aspects of www.underweb.be
- Creating statistics or conducting surveys, with data anonymized, regarding visits to various sections of www.underweb.be. For withdrawal, you can send an email to info@underweb.be.

9. Retention Period

At Underweb, we strive to retain personal data only for the necessary period to provide our services. In line with this commitment, we keep contact details of potential customers for 2 years, essential for follow-up purposes. For other potential customer information, we maintain a retention period of 7 days, both for follow-up and website optimization through caching.

10. Legal Basis

Processing of personal data must always be based on a legal basis under the GDPR. This can happen based on the individual's consent, contract execution, compliance with legal obligations, protection of vital interests, performance of a task of public interest or exercise of official authority, and/or based on the legitimate interests of the data controller or a third party. In our case, we clearly specify the applicable legal basis for processing personal data to ensure transparency and compliance with legal requirements.

11. Updating Data

We understand that your personal data can change, and we insist that your data is always up-to-date and accurate. If your data has changed, you have the right to update it. Contact us via the provided contact details to inform us of any changes to your personal data.

12. Withdrawing Consent

You have the right to withdraw your consent for the processing of your personal data at any time. If you previously consented to the collection and use of your data but later change your mind, you can easily do so by contacting us through the provided contact details. Withdrawing your consent does not affect the legality of processing that occurred before you withdrew your consent.

13. Complaints and Contact

We take your data privacy concerns seriously. If you have questions, comments, or complaints regarding our data processing practices, you can contact us at any time through the provided contact details. We will strive to address your concerns in an appropriate and timely manner.

14. Disclaimer of Liability

While we take reasonable security measures to ensure the safety of your personal data, it's important to emphasize that absolute security cannot be guaranteed. Despite our efforts, transferring information over the internet and other electronic means inherently carries risks. We want to stress that we take necessary measures to keep your data as secure as possible, but we cannot guarantee absolute liability for potential security breaches.

15. Data Sharing with Third Parties

We assure you that we do not sell, trade, or share your personally identifiable information with external parties. You can trust that your data is handled confidentially and used only for the purposes described in our privacy policy.

16. Links to Third Parties

We want to emphasize that we do not offer products or services from third parties on our website. As a result, third parties do not have direct access to your data through our website.

17. Children's Online Privacy

Our services are not intended for children under 13 years of age. We do not knowingly collect personally identifiable information from children under this age. If you believe that we have inadvertently collected information from a child under 13 years old, please contact us so we can take appropriate steps to remove this information.

18. Information Practices

In the event of a data breach, we will notify you within 72 hours if it's likely to pose a risk to your rights and freedoms. We will also adhere to the principles of the General Data Protection Regulation.

19. Acceptance

By visiting the website and at the latest upon placing an order, you accept all provisions of this Privacy Policy and agree that Underweb collects and processes your personal data in accordance with this Privacy Policy. It's important that you carefully read and understand this Privacy Policy before proceeding to use our website and services.

20. Applicable Law and Jurisdiction

Clause This Privacy Policy is subject to, interpreted, and executed in accordance with Belgian law, which exclusively applies to any possible dispute that may arise. In case of disputes arising from the interpretation or implementation of this Privacy Policy, the courts of the judicial district of Antwerp have exclusive jurisdiction to adjudicate such disputes.

21. Copyright

The content of this website, including but not limited to text, images, logos, graphics, and multimedia elements, is protected by copyright and other intellectual property rights. It is not allowed to reproduce, distribute, modify, publicly display, create derivative works from, or otherwise use any material from this website without prior written permission from Underweb. All rights not expressly granted are reserved.

Contact us

If you have any questions about this privacy statement, please contact us using the information provided below.

E-mail : info@underweb.be

Tel : +(32) 486 93 61 72

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Underweb.be

