

Privacy Policy

Last updated on 08/09/2020.

BBDO Belgium NV/SA and its subsidiary companies VVL BBDO NV/SA, Engage BBDO NV/SA, Proximity BBDO NV/SA and Darwin BBDO respect your concerns about privacy. This Privacy Policy describes the types of personal information we collect about individuals on our website bbdo.be and its subdomains (the "Site"), how we may use the information, with whom we may share it, and the choices available regarding our use of the information. The Privacy Policy also describes the measures we take to safeguard the personal information, how long we retain it and how individuals can contact us about our privacy practices and to exercise their rights.

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Information We Obtain

In connection with your use of the Site, you may provide personal information to us in various ways. The types of personal information we may obtain include:

- Contact information, such as name, company name, function, email address and telephone number; and
- Personal information contained in content you submit, such as when you email us by clicking on BBDO email address hyperlinks on the Site.

You are not required to provide this information but, if you choose not to do so, we may not be able to offer you certain of our services and features of the Site.

How We Use the Information We Obtain

We may use the information we obtain on the Site to:

- personalize your experience on the Site;
- provide our services to you;
- market our services to you;
- respond to your requests and inquiries;
- send you newsletters and other communications if you sign up to receive them;
- communicate with you about, and administer your participation in, surveys and market research;
- operate, evaluate and improve our business (including developing new services; enhancing and improving our services; analyzing our services; managing our communications; performing data analytics and market research; and performing accounting, auditing and other internal functions);
- protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and
- comply with and enforce applicable legal requirements, relevant industry standards and our policies, including this Privacy Policy and our Terms of Service.

As required by applicable law, we use the personal information we obtain to comply with applicable legal requirements, carry out our contractual obligations and, as permitted by law, pursue our legitimate interests (such as managing the Site, performing data analytics, and operating, evaluating and improving our business). Otherwise, we obtain consent to process personal information. We also may use the information we obtain in other ways for which we provide specific notice at the time of collection. We may combine information we obtain about you (such as through the Site or from third parties) for the purposes described above.

Automated Collection of Data

When you use the Site or open our emails, we may obtain certain information by automated means, such as browser cookies, web beacons, device identifiers, server logs, and other technologies. The information we obtain in this manner may include your device IP address, domain name, identifiers associated with your devices, device and operating system type and characteristics, web browser characteristics, language preferences, clickstream data, your interactions with the Site (such as the web pages you visit, links you click and features you use), the pages that led or referred you to the Site, dates and times of access to the Site, and other information about your use of the Site.

A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the

browser. A “web beacon,” also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies and may be used to transmit information collected through cookies back to a web server. We and our third-party service providers may use beacons in emails to help us track response rates, identify when our emails are accessed or forwarded, and for other purposes listed above.

These technologies help us (1) remember your information so you will not have to re-enter it; (2) track and understand how you use and interact with the Site; (3) tailor the Site around your preferences; (4) measure the usability of the Site; (5) understand the effectiveness of our communications; and (6) otherwise manage and enhance the Site.

For more details about cookies on [bbdo.be](https://cdn2.hubspot.net/hubfs/1789676/GDPR/BBDO_Belgium_Cookies_EN_v20190521.pdf) and its subdomains, please refer to our cookie policy here:

https://cdn2.hubspot.net/hubfs/1789676/GDPR/BBDO_Belgium_Cookies_EN_v20190521.pdf

Information Sharing

We do not disclose personal information we obtain about you, except as described in this Privacy Policy. We may share your personal information with our subsidiaries and affiliates and (2) service providers who perform services on our behalf, such as data analytics, for the purposes described in this Privacy Policy. We do not authorize our service providers to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements.

We also may disclose information about you (1) if we are required to do so by law or legal process (such as a court order or subpoena); (2) in response to requests by government agencies, such as law enforcement authorities; (3) to establish, exercise or defend our legal rights; (4) when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss; (5) in connection with an investigation of suspected or actual illegal activity; (6) in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation); or (7) otherwise with your consent.

Data Transfers

We may transfer the personal information we collect about you to recipients (including our subsidiaries and third party service providers) in countries other than the country in which the information originally was collected. Those countries may not have the same data protection laws as the country in which you initially provided the information. When we transfer your information to recipients in other countries (such as the U.S.), we will protect that information as described in this Privacy Policy.

If you are located in the European Economic Area (“EEA”) or Switzerland, we will comply with applicable legal requirements providing adequate protection for the transfer of personal information to recipients in countries outside of the EEA and Switzerland.

With respect to transfers of personal information to the U.S., BBDO’s holding company Omnicom Group Inc. is certified under the EU-U.S. and Swiss-U.S. Privacy Shield frameworks developed by the U.S. Department of Commerce and the European Commission and Swiss Federal Data Protection and Information Commissioner, respectively, regarding the transfer of personal information from the EEA or Switzerland to the U.S. Click [here](#) to view our EU-U.S. and Swiss-U.S. Privacy Shield Privacy Policy.

Your Rights and Choices

We offer you certain choices in connection with the personal information we obtain about you. To update your preferences, update or correct your information, limit the communications you receive from us, or submit a request, please contact us as specified in the [How to Contact Us](#) section of this Privacy Policy. You also can unsubscribe from our marketing mailing lists by following the “Unsubscribe” link in our emails.

To the extent provided by applicable law, you may (1) request access to the personal information we maintain about you; (2) request that we update, correct, amend, erase or restrict the information; or (3) exercise your right to data portability, by contacting us as indicated below. Depending on your location, you may have the right to file a complaint with a government regulator if you are not satisfied with our response. Where provided by law, you may withdraw any consent you previously provided to us or object at any time to the processing of your personal information on legitimate grounds relating to your particular situation, and we will apply your preferences going forward. To help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to your information. To the extent permitted by applicable law, a charge may apply before we provide you with a copy of any of your personal information that we maintain.

Other Online Services and Third-Party Features

The Site may provide links to other online services and websites for your convenience and information, and may include third-party features such as apps, tools, widgets and plug-ins (e.g., Facebook, Instagram, LinkedIn and Twitter buttons). These services, websites, and third-party features may operate independently from us. The privacy practices of these third parties, including details on the information they may collect about you, are subject to the privacy statements of these parties, which we strongly suggest you review. To the extent any linked online services or third-party features are not owned or controlled by us, BBDO is not responsible for these third parties’ information practices.

Facebook Conversion Tracking and Custom Audiences

The Site uses the Facebook Conversion Tracking Pixel and the Custom Audience Pixel services from Facebook. This allows us to follow the activity on the website of users who visit the website via an advertisement on Facebook. This way we can measure how efficient our advertisements are. The collected data is anonymous. This means that we do not receive data from Facebook from individual users. The data is stored and processed by Facebook.

Facebook can link the data to your Facebook account and use the data for their own advertising purposes, in accordance with Facebook's Data Policy: <https://www.facebook.com/policy.php>. The Facebook Conversion Tracking also allows Facebook and its partners to show you ads outside of Facebook. A cookie is placed on your computer for this.

Facebook Ireland is a Joint Controller of the Joint Processing and information required by Article 13(1)(a) and (b) GDPR can be found in Facebook Ireland's Data Policy at <https://www.facebook.com/about/privacy>.

Further information on how Facebook Ireland processes Personal Data, including the legal basis Facebook Ireland relies on and the ways to exercise Data Subject rights against Facebook Ireland, can be found in Facebook Ireland's Data Policy at <https://www.facebook.com/about/privacy>.

Click here to manage your ads preferences on Facebook:
<https://www.facebook.com/ads/preferences/>

Google Remarketing

The Site uses Google's remarketing technology. This technology allows users who have already visited the website and have shown interest in our products to see targeted ads on Google Partner Network websites. Likewise, advertisements can also be shown to other people who are similar to the users of this website. Cookies are used for this. The information generated by the cookie about the use of the website is forwarded to Google's servers in the United States. If an IP address is sent along, only the last three digits will be included. By means of cookies, the behavior of users on the website can be analyzed and subsequently used for targeted recommendations of products and advertisements based on the interests of the user.

If you prefer not to see targeted ads, you can disable Google's cookies for those used for this purpose via this website: <https://www.google.com/settings/ads/>.

Google's personal data protection policy is independent of BBDO. We cannot be held responsible or liable for their policies and procedures. Please take note of Google's privacy statement before using our website (<https://www.google.com/intl/en/policies/privacy/>).

Retention of Personal Information

To the extent permitted by applicable law, we retain personal information we obtain about you as long as (1) it is needed for the purposes for which we obtained it, in accordance with the provisions of this Privacy Policy, or (2) we have another lawful basis for retaining the data beyond the period for which it is necessary to serve the original purpose for collecting the data.

How We Protect Personal Information

We maintain administrative, technical and physical safeguards designed to protect personal information we obtain through the Site against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

Children's Personal Information

The Site is designed for a general audience and is not directed to children under the age of 16. BBDO does not knowingly collect or solicit personal information from children under the age of 16 through the Site. If we learn that we have collected personal information from a child under the age of 16, we will promptly delete that information from our records. If you believe that a child under the age of 16 may have provided us with personal information, please contact us as specified in the [How to Contact Us](#) section of this Privacy Policy.

Updates to Our Privacy Policy

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will indicate at the top of the notice when it was most recently updated.

This Privacy Policy was last updated on 08/09/2020.

How to Contact Us

To update your preferences, update or correct your information, submit a request, ask us questions about this Privacy Policy, or exercise other applicable privacy rights, please contact us by email at bbdo-dpo@bbdo.be or write to us at:

BBDO Belgium NV-SA
F.A.O. Data Protection Officer
Scheldestraat 122 Rue de l'Escaut
1080 Brussels
Belgium