



# Privacy Statement

Rebel Republic B.V. (referred to below as “**RR**”) collects information about you and/or personal data (referred to below as “**Personal Data**”) via its shops, website(s), special offers and other services. RR is committed to the protection of your Personal Data .

RR is the Data Controller, in the legal sense, for the processing of all Personal Data that is obtained via the aforementioned shops, applications, and websites. The term “Rebel Republic B.V.” includes Rebel Republic and the subsidiaries of Rebel Republic B.V., such as, *RR-stores, Rebel-sport and Rebel-Events*.

It is important to RR that our services are transparent, personal, and reliable. In that context, it is important to us that you know exactly what Personal Data RR collects and the purposes for which we use this Personal Data. This Privacy Statement sets out how any personal data RR collect from you, or provided to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

Personal Data is collected, used, and deleted with all due care and in accordance with the applicable legislation. In that context, the processing of Personal Data is – in accordance with the Dutch Personal Data Protection Act – reported to the Dutch Personal Data Protection Authority in The Hague, the Netherlands.

This Privacy Statement may be amended from time to time if so prompted by new developments. The most recent RR Privacy Statement can always be found at [RRwww.rebel-republic.com](http://RRwww.rebel-republic.com). If the Privacy Statement is amended, HEMA will communicate that fact via its website or by e-mail.

## For what purposes does RR collect and process Personal Data?

RR collects and processes Personal Data for the following purposes:

1. To fulfill orders placed via the webshop and to create and maintain the relevant user’s personal RR account;
2. To send offers, news, and special offers via e-mail and regular post;
3. To prepare analyses for process improvement, product and services development, and market research;
4. To support communication and campaigns via social media;
5. To settle complaints and response to requests for information.

### 1. Fulfilling orders placed via the website and RR Account.

RR stores Personal Data during visits to the RR Website and when creating a RR Account. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information.

#### RR Account

In order to use all of the services and functionalities that RR offers via the website, you must create a personal RR account (referred to below as “RR Account”). When you create a RR Account, you will be asked to provide certain Personal Data.

### 2. To send offers, news and special offers via e-mail or post

If you have given your consent, your e-mail address will be used to send you newsletters with current offers, specific special offers, and information about (for example) new products and services. You can always revoke your consent to be sent newsletters by e-mail by clicking on the unsubscribe link in the e-mails you receive.

RR may also send you offers, specific special offers, and information about (for example) new products and services by regular post. You can also unsubscribe to this service via RR Customer Services, see the bottom of this Privacy Statement or use the unsubscribe option included on the post you receive.

### 3. Analyses for process improvement, product and services development, and market research.

RR strives to ensure that it provides websites and services of the highest quality and to tailor its product range as closely as possible to the wishes and needs of our customers and visitors.

This requires RR to perform static research so that it can make adjustments where necessary. RR may use customer information for this static research. The research results will only be reported as aggregate data. This means that it will be reported in a form that makes it impossible to trace the identity of individual customers.



#### **4. To support online marketing communication and campaigns.**

RR is pleased to communicate with customers, website visitors, and account members about its organisation, products, and services via the Web and our own social media channels. Our goal is to offer useful and relevant information and/or answer questions. For that purpose, RR actively follows the Internet and social media outlets, such as Facebook, Instagram, Twitter, and blogs. RR follows and participates discussions on these outlets and answers relevant individual questions. RR expressly reserves the right to refrain from responding to every question or comment. No rights whatsoever may be derived from any of our responses, substantive or otherwise.

RR uses the access to social media permitted by visitors or customers, such as Facebook, as a result of which RR has access to part of your data on social media. In order to show you more personalized ads when visiting social media (such as Facebook), search engines (such as Google) or other websites and apps, we may use your email address or other identifying data to match this with data from those social media or search engines. This is always done in a coded and anonymized form. In case you do not agree to this form of advertising you can unsubscribe via [the](#) link below on our communication. If you communicate with us via our social media pages (for example, when you post a comment, follow us, or click on the “Like” button), we may be able to see Personal Data about you. This Privacy Statement thus applies to the Personal Data that RR processes. If you choose to share the RR Website or other RR services (including online services) via social media, your Personal Data (such as your name and the fact that you are interested in our products and services) may also be visible to all visitors of your personal social media pages. The conditions and privacy policy of the relevant social media websites apply to the use of those websites.

#### **5. Settling complaints and responding to requests for information**

If you contact RR Customer Services because you have questions or complaints about RR’s services, we will save your contact information and your question or complaint. RR may ask you to provide Personal Data if we consider it necessary to answering your question or settling your complaint. The Personal Data provided will be used to answer the question or settle the complaint.

#### **Access and changes to Personal Data**

You may exercise your access, cancellation, rectification, and objection rights at any time. To do so, you can ask RR to send you this information. In such cases, RR will ask you to send in a copy of your proof of identity. You can submit this request via RR Customer Service to the address listed at the bottom of this document . You also have the right to oppose, without motivation or incurring a cost, the processing of your Personal Data for direct marketing purposes.

#### **Which third parties have access to your data?**

RR engages third parties during the performance of its services. These may be third parties that RR engages for the performance of marketing activities (such as printers, or e-mail and post handlers), for products and services regarding which RR acts as an intermediary, and for its customer service. Personal Data will only be made available to third parties if this is necessary for the third party’s performance of the relevant work. To the extent such third parties process Personal Data when performing the relevant services, they do so in their capacity as a Data Processor for RR, and RR has taken the required technical and organisational measures to ensure that your data is processed exclusively for the purposes described above.

Only if RR is obliged by law to do so will it provide Personal Data to regulatory authorities, tax authorities, and investigative agencies. In this context, Personal Data may also be forwarded to recipients in countries outside the European Economic Area. In such cases, RR will take all measures reasonably necessary to ensure that your data is protected as well as possible.

#### **Data retention**

The categories of personal data will be stored no longer than is necessary for the purpose they were obtained, including compliance with legal and fiscal obligations.

#### **Security of Personal Data**

Effective security of Personal Data is a top priority for RR. RR has therefore taken adequate technical and organisational measures to secure your Personal Data against loss or any form of unlawful processing. For example, RR always uses a secure SSL or other connection during the ordering process and the sending of contact information forms. Where we have given you (or where you have chosen) a password which enables you to access certain parts of RR’s site, you are responsible for keeping this password confidential and you should not share this password with anyone.

Unfortunately the transmission of information via the internet is not completely secure. Although RR will do its best to protect your Personal Data, RR cannot guarantee the security of your Personal Data transmitted to RR’s website and any transmission is at your own risk.

**RR and third-party websites**

It is possible to find links to other websites on the RR website. RR is not responsible for these parties' handling of Personal Data. For more information, read the privacy statement of the third-party website in question.

**Questions**

Please address any questions you have about our Privacy Statement to:

Rebel Republic B.V.  
Att: Customer Services  
Herenweg 280-B  
2211 VD Noordwijkerhout  
The Netherlands  
or via [www.rebel-republic.com/contact](http://www.rebel-republic.com/contact)