



## PRIVACY STATEMENT

### 1. Introduction

Land van Hop N.V. (“**Stadsfeestzaal**” or “**we**”) is strongly committed to protecting the privacy of your personal data. We only use your personal data legitimately and responsibly in line with applicable privacy laws and regulations.

In this Privacy Statement, we describe **who** is responsible for processing your personal data, **what** personal data we process, **when** we process your personal data, **why** we process your personal data, and **how** we process your personal data. Furthermore, we will explain how you can exercise your **privacy rights** and all other information that may be relevant to you.

We did our best to provide you with all information in a clear and readable format. However, if you have any questions about our use of your personal data after reading this Privacy Statement, you can of course always contact us through the contact details set out in paragraph ‘More information?’.

We are continually developing and improving our products and services, which might result in some changes to the way we are processing personal data. We will make sure to reflect these changes in this Privacy Statement. We recommend that you regularly take notice of this Privacy Statement for any modifications. At the bottom of this Privacy Statement you can read when this Privacy Statement has been modified for the last time.

### 2. Who is responsible for processing your personal data?

Land van Hop N.V., located at Kolveniersstraat 7, 2000 Antwerp, Belgium, is responsible (the **controller**) for processing your personal data.

### 3. What personal data do we process?

“Personal data” means any information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, etc. Different pieces of information, which collected together and can lead to the identification of a particular person, also constitute personal data.

We may process the following categories of personal data, which we either receive directly from you or obtain through external parties and/or your use of our services and/or application(s):

- Private contact details (such as name, address, postal or email address, telephone number).
- Business contact details (such as job title, department, name of organization).
- Demographic data (such as name, gender, date of birth, age, nationality)
- Financial data (such as bank account details, credit card number)
- Company details (such as address, trade register number, tax identification number)
- Account details (such as username and password)
- Marketing details (such as participation details, loyalty details, survey details)
- Interaction details (such as digital and/or written correspondence)
- (Online) identifiers, surfing data and visitor movement data (such as IP address, cookies, MAC address, browsing behavior on our websites and applications, shopping behavior and location)
- Data needed for security and fraud prevention (such as official identification, camera recordings)

- Data needed to comply with anti-bribery and corruption laws and other regulatory requirements (such as suspected and actual criminal behavior, criminal records or proceedings regarding criminal or unlawful behavior).
- Image data (such as photos, video images)

#### **4. When do we process your personal data?**

We may process your personal data if:

- you access our website and/or application(s);
- you visit our shopping center;
- you contact us and/or subscribe to our newsletter(s);
- you take part in our customer survey(s), our marketing events and/or campaigns;
- you or the organization through whom you are known to us operate(s) as our existing or prospective investor, business partner, tenant, and / or client.

#### **5. Why do we process your personal data?**

We may process your personal data for the following purposes:

##### Communication, marketing

We process your personal data for the purpose of managing relationships and marketing, such as sending a newsletter, maintaining and promoting contact with our existing and prospective investors, business partners, tenants, clients and visitors, account management, service and support, and development, execution and analysis of market surveys and marketing strategies.

##### Quality and management purposes

We process your personal data to monitor and improve the quality of our services and products, processes and systems, to inform our management and existing and prospective investors, to implement controls, to conduct analysis, to execute (de)mergers, acquisitions and divestitures, and to perform (internal) audits and investigations.

##### Execution of an agreement

We process your personal data to prepare, effect, perform and (possibly) terminate agreements with you or existing or prospective investors, business partners, tenants, and/or clients.

##### Health, safety and security

We process your personal data to ensure persons' life or health and the safety of our visitors, to protect Stadsfeestzaal and our employees, and for the prevention and detection of crime.

##### Laws and regulation

We process your personal data to comply with laws and regulation.

#### **6. How do we process your personal data?**

##### **6.1. Lawfulness of processing**

We may process personal data on the following legal grounds:

##### The performance of an agreement with you

We process your personal data, which is necessary for our performance under an agreement with you, or the organization through whom you are known to us, or in order to take steps at your request prior to entering into an agreement.

#### Compliance with a legal obligation

We process your personal data to comply with our legal obligations.

#### Legitimate interests pursued by us

We may use your personal data for our legitimate interests, such as:

- to improve the quality and effectiveness of our services and products;
- to protect the interest of our investors, business partners, tenants, clients and/or visitors;
- to detect health, safety and security incident;
- to defend ourselves in legal proceedings;
- to comply with the law and regulations.

#### Your consent

If we cannot process your personal data on the basis of one of the previous three (3) legal grounds, we can only process your personal data with your prior consent. You can always withdraw your consent. Please keep in mind that such withdrawal does not affect the lawfulness of the processing prior to the withdrawal.

We may process personal data we collected for the purposes as identified above on the following legal grounds:

Purpose	Legal basis
<i>Execution of an agreement</i>	<ul style="list-style-type: none"><li>▪ The performance under an agreement;</li><li>▪ Compliance with a legal obligation;</li><li>▪ Legitimate interests.</li></ul>
<i>Communication and marketing</i>	<ul style="list-style-type: none"><li>▪ The performance under an agreement; Legitimate interests;</li><li>▪ Your consent.</li></ul>
<i>Quality and management purposes</i>	<ul style="list-style-type: none"><li>▪ Legitimate interests;</li><li>▪ Your consent.</li></ul>
<i>Health, safety and security</i>	<ul style="list-style-type: none"><li>▪ Compliance with a legal obligation;</li><li>▪ Legitimate interests.</li></ul>
<i>Law and regulation</i>	<ul style="list-style-type: none"><li>▪ Compliance with a legal obligation;</li><li>▪ Legitimate interests.</li></ul>

## **6.2. Recipients**

We can provide your personal data covered by this Privacy Statement to the following categories of recipients.

#### Associates

We may share personal data with our existing or future investors and one or more group companies.

#### Business service companies

We may provide your personal data to our agents, service providers and/or subcontractors.

## Public Authorities

We may provide your personal data to public authorities:

- to comply with a statutory obligation, court order or laws and regulation; or
- if this is necessary to prevent, trace or prosecute (criminal) offence; or
- if this is necessary to enforce our (internal) policies, or to protect the rights and freedoms of others.

## Other

Each external party to which we provide your personal data with your prior consent.

### **6.3. Data transfers**

We may transfer your personal data to third parties located outside the European Economic Area (EEA). We only do this if there is an appropriate level of protection for the processing of personal data.

### **6.4. Data retention**

Your personal information is kept as long as necessary for the purpose for which the data are processed or allowed by law. Hereinafter your personal data will be removed or made anonymous.

## **7. How can you exercise your privacy rights?**

You have the right to request access to an overview of your personal data, and under certain conditions, rectification and/or erasure of personal data. In addition, you also have the right of restriction of processing concerning your personal data, the right to object to processing as well as the right to data portability.

To invoke your right of access, rectification, and/or erasure of personal data, your right of restriction of processing, and/or your right to object to processing as well as to invoke your right to data portability, please contact us by using the contact details set out above and in paragraph "More information?".

Please keep in mind that we may ask for additional information to verify your identity.

## **8. More information?**

If you have any issues, queries or complaints regarding the processing of your personal data, please contact us:

LAND VAN HOP N.V.  
Kolveniersstraat 7  
2000 Antwerpen  
Belgium

E. office-be@multi.eu

You can lodge a complaint with the relevant data protection supervisory authority. For example, if you believe that we do not use your personal data carefully, or because you have sent us a request to access or rectification of your personal data and you are not satisfied with our reply, or we did not reply in a timely manner.

## **9. When was the last modification made to this Privacy Statement?**

The last modifications to this Privacy Statement were made on 27 October 2020.