

## PRIVACY STATEMENT (**Privacy Statement**)

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## **1 WHAT DOES THE PRIVACY STATEMENT APPLY TO?**

- 1.1 The Privacy Statement is applicable when you as natural person:
- 1.1.1 visit or make use of the website <https://firma.law> van Firma Law and/or you hereby provide personal information (e.g. by filing the contact form, sending an e-mail, making telephone contact, subscribing to our newsletter);
  - 1.1.2 use our deliveries or services in one way or the other;
  - 1.1.3 interact with Firma.Law, its attorneys-at-law or its collaborators in one way or the other through certain other (a.o. personal meetings or appointments, events, trainings, coachings, workshops, fairs, social media); or
  - 1.1.4 explicitly accept the Privacy Statement.

One can consult our general conditions (**General Conditions**) and Privacy Statement on the website of Firma Law: <https://firma.law>.

## **2 WHO DOES PROCESS THE PERSONAL DATA?**

### 2.1 Controller

The structure and contact details of Firma Law (**Firma Law**), more specifically the commercial name of a attorneys-at-law firm, namely a grouping of attorneys-at-law (*groepering van advocaten / groupement davocats*), operating through separate and

distinguishable legal entities (**Entity, We, us**), with factual partners (**Partner**), you can find in our General Conditions.

Firma Law and the Entities are jointly the Controller

## 2.2 Processor

We can call upon data processors for the proper performance of our deliveries and services. A processor can process your personal data on request or on instruction or on behalf of us, whereby it is obliged to ensure the security and confidentiality of the personal data to the same extent as we do.

## 3 WHICH PERSONAL DATA DO WE PROCESS?

3.1 We declare that we only collect and process personal data that are relevant or necessary for the purposes for which they are processed. Depending on these purposes, we process non-exhaustive the categories of personal data as follows:

- 3.1.1 IP-address and cookies;
- 3.1.2 identification and contact details, such as name, sex, birth place and date, addresses, e-mail addresses, telephone numbers;
- 3.1.3 national registry number;
- 3.1.4 company number;
- 3.1.5 legal particularities;
- 3.1.6 social, financial, tax and accounting data;
- 3.1.7 profession and function;
- 3.1.8 trade union memberships;
- 3.1.9 image, sound and audiovisual recordings, explicitly including of your image and voice;
- 3.1.10 communication, such as correspondence, e-mails, messages, chats; and
- 3.1.11 other personal data that you or third parties provide us with within the execution of our assignment.

## 4 ON WHAT LEGAL BASIS DO WE PROCESS YOUR PERSONAL DATA?

4.1 We process your personal data on the legal grounds as follows:

- 4.1.1 our legal and deontological obligations such as included in the Judicial Code, the Deontological Code, the Anti-Money Laundering Act and the social, financial, tax and accounting obligations;
- 4.1.2 the execution of the contract that you conclude with us or the pre-contractual steps you take during your application;
- 4.1.3 our legitimate interest to help you with our products and services and in conducting media, publication and promotion for us; and
- 4.1.4 your consent and explicit acceptance of the Privacy Statement.

## **5 FOR WHAT PURPOSES PERSONAL DO WE PROCESS PERSONAL DATA?**

5.1 We process your personal data for the purposes as follows:

- 5.1.1 to provide you with a secure, optimal and personal user experience and service (a.o. personal meetings or appointments, events, trainings, coachings, workshops, fairs, social media);
- 5.1.2 to manage the contractual relation with you or the pre-contractual steps you take during your application (a.o; contacting, invoicing and providing support);
- 5.1.3 to keep you informed of news, products and services that may be of interest to you; and
- 5.1.4 media, publication and promotion for us, with regard to use, change, reproduction, rental, lending, sale, distribution, creation and production (a.o. brochures, newsletters, posters, flyers, printed documents, CDs, DVDs, data carriers, radio, television, media broadcasts, websites, social media, streaming, cloud services, online media).

## **6 WHO RECEIVES THE PERSONAL DATA?**

- 6.1 Except for any processors that only act on our instructions, we process your personal data exclusively for ourselves and for our own internal use. We do not sell, pass on or communicate your personal data to third parties unless you have given explicit permission beforehand.
- 6.2 In addition to being bound by professional secrecy, we have also taken appropriate legal and technical measures to prevent unauthorized access to and use of your personal data.

## **7 HOW LONG DO WE STORE PERSONAL DATA?**

- 7.1 We store your personal data:
  - 7.1.1 for as long as necessary or relevant for the intended purposes;
  - 7.1.2 for the duration of our legal obligation; and
  - 7.1.3 until such time as a legal dispute or investigation may arise in relation to our deliveries and services provided.

## **8 WHAT RIGHTS DO YOU HAVE?**

8.1 Right to information

We wish to inform you through the Privacy Statement as fully as possible about the processing of your personal data. We process your personal data for legitimate purposes in an appropriate, relevant, secure and proportionate way. We store these for no longer than necessary and always with the utmost integrity and confidentiality.

8.2 Right of access

You always have the right to check the lawfulness of each processing activity of your personal data and to ask us to provide you with information regarding the purposes of

the processing, the categories of your personal data, the categories of recipients, the storage period and the rights you may exercise.

You also have the right to ask us for a copy of your processed personal data. We in principle provide you with this copy free of charge, unless your request would be unreasonable or excessive. In such case, we may charge an administrative cost.

### 8.3 Right to rectification

You have the right to obtain the rectification of inaccurate data or to have incomplete data completed upon simple request to us.

### 8.4 Right to erasure ("right to be forgotten")

You have the right to request us to erase your personal data if there would no longer be a legitimate reason to continue processing them. You can exercise this right in the cases as follows:

- 8.4.1 your personal data is no longer necessary to fulfil its intended purpose;
- 8.4.2 you prove that we have unlawfully processed your personal data;
- 8.4.3 your personal data we must erase to comply with a legal obligation;
- 8.4.4 you withdraw your consent to process your personal data and there is no other legal basis for processing your data; or
- 8.4.5 you have successfully exercised your right to object (see [Article 8.6](#)).

However, we have the right to refuse your request to erasure with motivation. We are not liable for the fact that deleted personal data nevertheless remain stored somewhere, invisible to us.

### 8.5 Right to restriction of processing

You have the right to request restriction of your personal data processing in one of the circumstances as follows:

- 8.5.1 you contest the accuracy of the personal data that we process we have been given a reasonable period to check the accuracy of the personal data;
- 8.5.2 you prove that we have unlawfully processed your personal data and request a restriction of their use;
- 8.5.3 we no longer need your personal data, but you still need them to pursue a legal claim; or
- 8.5.4 you have successfully exercised your right to object (see [Article 8.6](#)).

### 8.6 Right to object

You have the right to object at any time to the processing of your personal data for direct marketing purposes. We will cease the processing of your personal data, unless we can demonstrate compelling grounds for the processing which outweigh your rights and freedoms. If such is the case, we also communicate this to you.

#### 8.7 Right to data portability

You have the right to receive the personal data that you provided to us based on permission in a structured, common and machine-readable form and to re-use them for other services and thus transfer them to another controller, unless this is technically unfeasible.

#### 8.8 Right to objection to automated decision-making

You have the right to object to a decision based solely on automated processing – without human interference – which significantly affects you or produces legal effects. We declare presently that we do not subject you to such automated decision-making in our processing activities.

### 9 HOW CAN YOU EXERCISE YOUR RIGHTS?

- 9.1 If you wish to exercise your rights about the processing of your personal data, you must contact us in the manner provided for in our General Conditions (Article Complaints), as well as provide us with proof of your identity at the same time.

### 10 HOW CAN YOU LODGE A COMPLAINT?

- 10.1 If you have any particular complaints about the processing of your personal data, we thank you to first contact us directly in the manner provided for in Article 9, so that we can resolve it for you.
- 10.2 You may also submit a complaint about the processing of your personal data with the Belgian Data Protection Authority (*Gegevensbeschermingsautoriteit / Autorité de protection des données*) (Drukpersstraat 35, 1000 Brussels, website: <https://www.gegevensbeschermingsautoriteit.be/burger/startpagina>, e-mail address: [contact@apd-gba.b](mailto:contact@apd-gba.b), telephone number: +32 2 274 48 00).

### 11 CAN THE PRIVACY STATEMENT CHANGE?

- 11.1 We have the right to refine or amend the Privacy Statement as provided in our General Conditions (Article Applicable Conditions).

### 12 APPLICABLE LAW AND COMPETENT COURT

- 12.1 The applicable law and competent court are provided in our General Conditions (Article Applicable Law and Article Competent Court).