

Privacy policy by B+K

The by B+K privacy policy is designed to protect the privacy of the users of our website and is part of the terms and conditions of by B+K. The policy applies to all products and services under by B+K unless stated otherwise in writing. By B+K respects the privacy of all users of the website and ensures that the personal information that the user provides to us is kept confidential.

For us, the protection of your personal data is very important. Your data is treated with the utmost care. Keep reading below if you want to know more on how we deal with your personal data. If we collect personal information from you as part of the information needed to process, order and manage transactions, we will only use ("use") it within the framework of the UK and European data protection law. You can visit our website and read all about it without having to provide any personal information. During your visit to our website, you will remain anonymous. The information provided by your internet browser on every page that requests connection information such as the date, length of stay or the name of your internet service provider will be used without reference to individuals unless you have login in with your username and password. All personal details you make are voluntary, for example, if you place an order, subscribe to our newsletter or any other similar functions.

This personal information may include:

First and last name

Address

Email address

Phone number

Bank details

Order history

We use this information to process your order in accordance to the agreement, or to provide you with the requested service; to handle complaints, for customer service. For example, answering any questions you may have.

If we use a third party service/a commission service (e.g. - mail order, payment service) they will receive only the necessary data. In addition, they in turn are also committed to protecting your personal information. Your phone number will only be used to call you back. Your e-mail address

we only need to confirm the order and to communicate with you (e.g. for sending an order confirmation or a requested newsletter).

When you first place an order with us or for the first time use features that require you to register, your information is saved to create an account on our system. This allows you to place orders quickly and easily in the future.

If we use your information for a purpose that requires your consent under the statutory provisions, we will ask for your explicit consent. You can, when you have already given your consent, of course revoke it at any time and/or contradict future use of your data. According to the Federal Data Protection Act you have a right to free information about your stored data, and a right to rectificate, block or delete this data.

A part of our services requires that cookies are running. Cookies are small data files stored by your browser on your computer. In Cookies, information about your visit to our website can be stored. Most browsers are set by default to accept cookies. However, you can set your browser so that it rejects or will request a confirmation from you to run cookies. If you reject cookies, this is fine, but it may mean that not all of our website will work smoothly for you.

This website uses Google Analytics, an advertising analysis service of Google Inc. ("Google"). Google Analytics uses so called Cookies, which are text files placed on your computer and makes it possible to analyse your use of the website. The information generated by the cookie about your use of this website (including your IP address) is transmitted to a Google server in the US and stored there. Google uses this information to evaluate your use of the website, compiling reports on website activity for website operators, and further services relating to website activity and the internet. Google may also transfer this information in certain cases to third parties, as long as it is required by law or insofar as the third party processes this data on behalf of Google. Google will in no case link your IP address with other data from Google. You can prevent the installation of cookies with the appropriate settings on your browser; but please note that in this case you may not be able to use all the features of the website. By using this website you agree that Google processes the information you found on the manner set forth above for the aforementioned purpose.

On this website, we use technology data on marketing and for optimisation purposes, they are collected and stored. By using this data, under a pseudonym, user profiles are created. Cookies

may be used in this respect. The cookies make it possible to recognise the Internet browser you are using. The data collected by e-tracker technologies, without express consent of the person in question, will not be used to personally identify the website visitor and is not merged with personal data about the bearer of the pseudonym. The processing and storage of the data may at any time be protested.

The data collected by etracker technologies without express consent of the person in question is not used to personally identify the website visitor and is not merged with personal data about the bearer of the pseudonym. The processing and storage of the data may at any time be protested. Our internet presence uses plug-ins of Facebook and Instagram, for example, the Facebook 'Like' button. When you click on that button a direct connection between your computer and the server of the provider of the plug-in (e.g. so Facebook) is established. Through Facebook and others your personal and non-personal information will be collected from you. We recommend that you obtain information about the type of data it is, the purpose and scope of the data mining and the further processing and use of data by Facebook and other parties as well as your relevant rights and setting options to protect your privacy. Read the privacy policies on, for example, <http://www.facebook.com/privacy/explanation.php>.

You have the right to, at any time, view information about the personal data stored about you and to correct, supplement or delete it.

On our website, so-called social plugins ("Plugins") by social networks such as Facebook and Instagram are used. The plugins are marked with a logo or the phrase for example "social plug-in of Facebook" or "Facebook Social Plugin". You can find an overview of the plugins and their appearance

here: <https://developers.facebook.com/docs/plugins> and <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>. When you visit a page of our website that contains a social plugin, your browser makes a direct connection to their servers. The content of the plugin is from Facebook or Instagram and directly linked to your browser and integrated. Through this integration, the company receives the information that your browser has accessed and the corresponding page of our website, even if you do not have an account or are not currently logged into the network. This information (including your IP address) is transmitted from your browser directly to a server in the US and stored there. If you are logged into Facebook or Instagram, they can assign to visit our site to your profile immediately. If you interact with the plugins, for example, press the "Like" button or make a comment, this information is also transmitted directly to a server

and stored there. The information will also be posted on your Facebook profile or published on your Instagram account, and displays your social network friends. For the purpose and scope of data collection and the further processing and use of data, and your rights and settings options for protecting your privacy, please see the privacy policies of

Facebook: <http://www.facebook.com/policy.php> or <https://help.instagram.com/155833707900388/>.

For questions regarding the collection, processing or use of personal information, the disclosure, correction, blocking or deletion of data and revocation of consents granted, if necessary, an opposition to a particular data use, please contact us

Amsterdam, January 2021