
• 1. PRIVACY STATEMENT

Eduard BV/Eduards Trailer Factory BVBA endeavours to the best of its ability to use the data provided by you on this site in accordance with this Privacy Statement. Eduard BV/Eduards Trailer Factory BVBA will only collect personal data that you have voluntarily provided, for example in relation to your (online) product registration, support by call centres or repair of damaged products. Eduard BV/Eduards Trailer Factory BVBA will use the data received to provide a service requested (for example the repair of a damaged product) or to provide the required information on products and services. To that end, we may contact you by email, telephone, text message or letter. Where this involves advertising campaigns, it may be a confirmation of your eligibility for the offer or a communication of administrative matters. Eduard BV/Eduards Trailer Factory BVBA may share personal data with partners and/or third parties engaged by Eduard BV/Eduards Trailer Factory BVBA to handle clearly defined services, such as the repair of products. Any data shared under those circumstances will be used exclusively for the purpose for which they were collected, and will not be used for any purposes other than those indicated in this Privacy Statement.

• 2. PROVISION OF INFORMATION

Information on offers, services and products. If you register your trailer, Eduard BV/Eduards Trailer Factory BVBA, one of our partners or a third party with which Eduard BV/Eduards Trailer Factory BVBA has entered into an agreement, may contact you by email or otherwise (by post or telephone, if we have a record of your number) in order to inform you of any services, products, competitions or offers directly relating to Eduard BV/Eduards Trailer Factory BVBA or the associated services. If at any time, you wish to opt out of this information, please notify Eduard BV/Eduards Trailer Factory BVBA by email via mailing@eduard.nl

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3. COOKIES AND MONITORING

Eduard BV/Eduards Trailer Factory BVBA may use cookies to collect data on the way in which you use the website.

What is a cookie?

Cookies are small pieces of information that are stored by the web browser on the hard drive of your computer or your mobile device. If you return to our website, our computer server will automatically recognise the cookie and transmit information on your most recent visit.

We use cookies to improve the online experience of our visitors and to get a better understanding of how our website is used. For example, cookies can make clear whether you are a returning visitor or a new visitor to our website. They can also remember the products that you are interested in and help make sure that any advertisements that you see online are better tailored to your interests. This also lets Eduard BV/Eduards Trailer Factory BVBA see how popular the various elements of the website are in order to improve navigation on the website. Such data will, however, not be combined with your personal data.

Types of Cookies

There are broadly two types of cookies:

First-party cookies from Eduard BV/Eduards Trailer Factory BVBA itself, which will be sent to your computer or mobile device. These will be used by Eduard BV/Eduards Trailer Factory BVBA only to recognise your computer or mobile device when you return to our website.

Third-party cookies that are sent by service providers on our website and which they can use to recognise your computer or mobile device when you visit other websites. Third-party cookies are usually used to analyse the visitor environment or for advertising purposes.

The time that cookies remain stored on your computer or mobile device may vary. Some cookies are "session cookies", which means that they only stay on your computer or mobile device for as long as your browser remains open. They will be automatically removed when you close the browser. Other cookies are "permanent cookies", which means that they

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will be stored after your browser is closed. These cookies can be used by Eduard BV/Eduards Trailer Factory BVBA to recognise your computer or mobile device when you reopen the browser and surf the internet.

What cookies do we use?

Functional cookies

Cookies that fulfill important tasks

These cookies are essential for offering you the services that are available on our website and to allow you to use certain functionality. For example, our website can remember your preferences, such as posts that you have marked with a 'star'. They cannot trace your surfing activity on any other websites.

Statistical and analytical cookies:

These cookies collect data on the way in which visitors use the website. The data obtained will not be linked to any individual visitors and will be merged. This type of data includes the number of visitors to our website, the websites that have sent them to our website, and the pages they have visited on our website. We use this information to make our website more efficient, to collect general demographic information, and to monitor activity on our website.

For this we use Google Analytics and Hotjar. These anonymised cookies do not collect personal data and are placed when using the website.

Google Analytics

Google is a service provided by Google, which determines the statistics of a website. We use Google Analytics to test whether the website works properly and whether we provide the correct content.

The data Eduard BV / Eduard's Trailer Factory BVBA receives from Google Analytics is anonymous. This means that the last digits of the IP address are converted to zeros. For this reason, we never know who and where exactly the visitor to our website is.

We did not allow Google to use the analytics obtained for other Google services. Any data we collect in this way will be deleted by Google

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Analytics after 36 months. This allows us to measure the long-term usage trends of our website, but the data is deleted after a certain amount of time.

Here you can find more information about Google Analytics:

<https://developers.google.com/analytics/resources/concepts/gaConceptsCookies>

If you'd like to block the Analytics script in the statistics of all sites that use Google Analytics, you can do so using the opt-out plug-in for Google Analytics: <https://tools.google.com/dlpage/gaoptout>.

Hotjar

We use [Hotjar](#) in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on [this link](#).

You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

Social media cookies

Facebook Pixel

If you have given permission to make the visitor experience and brand experience relevant on the website, we will use the 'Pixel' from Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") for

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statistical purposes, advertisements and market research. For example, we only display specific advertisements to the visitors of our website. With the help of the obtained data our Facebook activities are made as effective as possible.

The collected data are anonymous for Eduard BV / Eduards Trailer Factory BVBA. We do not know the individual identities of the users. The data is stored and processed by Facebook so that connection with the user profile is possible and Facebook can use the data for its own advertising purposes according to their own data directive (<https://www.facebook.com/about/privacy/>).

You can change your permission to facebook here:

<https://www.facebook.com/settings/?tab=ads>

Managing or removing cookies

Most browsers automatically enable cookies. You may adjust your preferences for cookies to prevent them from being automatically enabled and/or to prevent cookies from this website from being stored on your computer or mobile device by changing your browser settings. Follow the instructions for your browser to do so (these can usually be found in the 'Settings', 'Help', 'Options' or 'Edit' options on the tool bar). If you choose not to enable cookies on your computer, you can still use most of the features on our website, but you will not have access to those features of the website that depend on the use of cookies.

• 4. SECURITY AND DISCLOSURE

Eduard BV/Eduards Trailer Factory BVBA has implemented security measures to the best of its ability, to ensure the safety of your personal data. Where possible, we use encoding and a firewall to prevent others from having access to your personal data.

If necessary to comply with applicable laws and statutory requirements, Eduard BV/Eduards Trailer Factory BVBA reserves the right to access and disclose individual identification data, so that we can properly administer our systems and protect our customers and ourselves. Furthermore, Eduard BV/Eduards Trailer Factory BVBA reserves the right to disclose individual

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identification data to third parties in the event of a complaint regarding your use of our website or our services.

• 5. RIGHTS

You have the right to display, view, change, update or remove your data using the link to your profile designated for such purpose. To that end, please send an online request to our customer services department at saris@eduard.nl, or in writing to the CRM Manager, Eduard BV/Eduards Trailer Factory BVBA Europe BV, Industrieweg 7, BE-2490 Balen. Please bear in mind that we may ask you to prove your identity if you wish to obtain a copy of this data.

• 6. DURATION

Eduard BV/Eduards Trailer Factory BVBA will only retain your personal data for the period necessary to provide the requested services or products or for any additional period that may be required by law.

• 7. AMENDMENT

Eduard BV/Eduards Trailer Factory BVBA reserves at all times the right to amend this Privacy Statement and will notify you of any major amendments on the use of your personal data.

This website is administered by:
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