

## Online Privacyverklaring

This Statement is effective as of 28 May 2018.

Your privacy is important to Softline Solutions; maintaining your trust is paramount to us.

This Statement discloses the information practices for Softline Solutions Northern Europe's websites, what type of information about our websites' users is gathered and tracked, and how the information is used, shared or otherwise processed offline.

This Statement applies to Softline Solutions websites that link to this Statement but does not apply to those Softline Solutions websites that have their own Privacy Statement. Additionally, it does not apply to instances where we merely process information on behalf of clients for their benefit.

We may supplement this Statement with additional information relating to a particular interaction we have with you.

### Collection of Personal Information

You may choose to give us personal information directly in a variety of situations. For example, you may want to give us your name and contact information to communicate with you, to order a product or process an order, to register for a service, to provide you with a subscription, or to do business with us if you are a supplier or a business partner. You may also share a description of your education and work experience in connection with a job opening at Softline Solutions for which you wish to be considered. If you tell us that you do not want us to use your information to make further contact with you beyond fulfilling your request, we will respect your wishes.

We may also collect information relating to your use of our websites through the use of various technologies. For example, when you visit our websites, we may log certain information that your browser sends us, such as your IP address (including information deriving from your IP address such as your geographic location), browser type, version and language, access time, duration of access, and referring website addresses; we may also collect information about the pages you view within our sites, the time you spent on each site and other actions you take while visiting our website.

We may also use such technologies to determine whether you've opened a marketing e-mail or clicked on a link contained in a mailing. By recording information in this way, we can collect figures on the use and effectiveness of our websites, we can make your experience more personal and we can tailor our contacts with you. For details regarding the technologies we employ, see Cookies, Web Beacon and Other Technologies below.

Most information we collect about you comes from our direct interactions with you.

From time to time, we may also collect information that pertains to you indirectly through other sources, such as list vendors. When we do so, we ask the vendors to confirm that the information was legally acquired by the third party and that we have the right to obtain it from them and use it.

When you register for an event we may collect additional information (online or offline) in relation to the event organization, and during an event, such as participation in sessions and survey results. Events

Softline Solutions Northern Europe

may be recorded and group photos taken. We reserve the right to use photos for promotional use. When you provide us with your business contact information (such as by handing over a business card) we may use this to communicate with you.

The information that we collect, either directly or indirectly, may be combined to help us improve its overall accuracy and completeness, and to help us better tailor our interactions with you.

## Use of Personal Information

The following paragraphs describe in more detail how Softline Solutions may use your personal information.

### **Fulfilling your Transaction Request**

If you request something from Softline Solutions, for example, a product or service, a callback, or specific marketing materials, we will use the personal information you provide to fulfill your request. To help us do this, we may share information with others, for instance, Softline Solutions' business partners. We may also contact you as part of our customer satisfaction surveys or for market research purposes.

### **Personalizing your Experience on our websites**

We may use the personal information we collect about you to provide you with a personalized experience on our websites and of our services, such as providing you with content you may be interested in and making navigation on our sites easier. We also may use this information to improve our websites.

### **Providing Support**

We may use your personal information to support products or services you have obtained from us, such as notifying you of a product update or fix. We may combine your information with information from other interactions with you to provide you with more valuable suggestions in relation to product support.

In the course of providing technical support to you, we may sometimes have incidental access to data that you have provided to us or data that is located on your system. This data may contain information about you, your organization's employees, customers, partners, or suppliers. This Privacy Statement does not apply to our access to or handling of this personal information; the conditions regarding the handling and processing of this data is covered by the applicable Terms of Use or other agreements between you and Softline Solutions.

### **Marketing**

The personal information you provide to Softline Solutions, as well as the personal information we have collected about you indirectly, may be used by Softline Solutions for marketing purposes, i.e, to keep you informed about events, products, services and solutions that Softline Solutions sells and which may complement an existing product portfolio. Before we do so, however, we will offer you the opportunity to choose whether or not to have your personal information used in this way, and what information you would like to receive. You may at any time choose not to receive marketing materials from us, or to change your preferences by following the unsubscribe instructions, and/or the "preferences" link included in each e-mail you may receive, by indicating so when we call you, or by contacting us directly (please refer to "Privacy Questions and Access" below).

Some of our offerings or events may be offered by Softline Solutions together with a partner (co-branded). If you sign up for these offerings or events, be aware that your information may also be collected by and shared with those partners. We encourage you to familiarize yourself with those partner privacy policies to gain an understanding of the manner in which they will handle information about you.

### **Recruitment**

In connection with a job application or inquiry, whether advertised on a Softline Solutions website or otherwise, you may provide us with information about yourself, such as a resume. We may use this information throughout Softline Solutions in order to address your inquiry or consider you for employment purposes.

### **Protect the Rights and Property of Softline Solutions and Others**

We may also use or share your personal information to protect the rights or property of Softline Solutions, our business partners, suppliers, clients, or others when we have reasonable grounds to believe that such rights or property have been or could be affected. In addition, we reserve the right to disclose your personal information as required by law, and when we believe that disclosure is necessary to protect our rights, or the rights of others, to comply with a judicial proceeding, court order, or legal process served on our websites.

### Sharing of Personal Information

Softline Solutions is an European organization offering a wide range of products and services, with business processes, management structures and technical systems that cross borders. Thus, we may share information about you with our subsidiaries within the European union where we do business in accordance with this Privacy Statement.

There may be circumstances in which Softline Solutions decides to sell, buy, merge or otherwise reorganize businesses in some countries, such a transaction may involve the disclosure of personal information to prospective or actual purchasers, or the receipt of such information from sellers. It is Softline Solutions practice to require appropriate protection for personal information in these types of transactions.

Please be aware that in certain circumstances, personal information may be subject to disclosure to government agencies pursuant to judicial proceeding, court order, or legal process. We may also share your personal information to protect the rights or property of Softline Solutions, our business partners, suppliers or clients, and others when we have reasonable grounds to believe that such rights or property have been or could be affected.

Please be aware that in certain circumstances, personal information may be subject to disclosure to government agencies pursuant to judicial proceeding, court order, or legal process. We may also share your personal information to protect the rights or property of Softline Solutions, our business partners, suppliers or clients, and others when we have reasonable grounds to believe that such rights or property have been or could be affected.

### Information Security and Accuracy

**Softline Solutions Northern Europe**

We intend to protect your personal information and to maintain its accuracy. Softline Solutions implements reasonable physical, administrative and technical safeguards to help us protect your personal information from unauthorized access, use and disclosure. We also require that our suppliers protect such information from unauthorized access, use and disclosure.

## Retention

Softline Solutions will retain your personal information for as long as is required to fulfill the purposes for which the information is processed or for other valid reasons to retain your personal information (for example to comply with our legal obligations, resolve disputes, or enforce our agreements).

## Cookies, Web Beacon and Other Technologies

As mentioned above, we collect information from your visits to our websites to help us gather statistics about usage and effectiveness, personalize your experience, tailor our interactions with you, and improve our products and services. We do so through the use of various technologies, including scripts, tags, Local Shared Objects (Flash cookies), Local Storage (HTML5) beacons, and "cookies".

### **What are cookies and why are cookies used**

A cookie is a piece of data that a website can send to your browser, which may then be stored on your computer as a tag that identifies your computer. While cookies are often only used to measure website usage (such as number of visitors and duration of visit) and effectiveness (such as topics visitors are most interested in) and to allow for ease of navigation or use and, as such, are not associated with any personal information, they are also used at times to personalize a known visitor's experience of a website by being associated with profile information or user preferences. Over time this information provides valuable insight to help improve the user experience.

Cookies are typically categorized as "session" cookies or "persistent" cookies. Session cookies help you navigate through the website efficiently, keeping track of your progression from page to page so that you are not asked for information you have already provided during the current visit, or information needed to be able to complete a transaction. Session cookies are stored in temporary memory and erased when the web browser is closed. Persistent cookies on the other hand, store user preferences for current and successive visits. They are written on your device's hard disk, and are still valid when you restart your browser. We use persistent cookies, for example, to record your choice of language and country location.

### **How to express privacy preferences regarding the use of cookies**

While Softline Solutions websites at this time do not recognize automated browser signals regarding tracking mechanisms, such as "do not track" instructions, you can generally express your privacy preferences regarding the use of most cookies and similar technologies through your web browser. Look under the heading "Tools" (or similar heading) in your particular browser for information about controlling cookies. In most instances you can set your browser to notify you before you receive a cookie, giving you the option to decide whether to accept it or not. You can also generally set your browser to turn off cookies. Since cookies allow you to take advantage of some of our websites' features, we recommend that you leave them turned on. If you block, turn off or otherwise reject our cookies, some web pages may not display properly.

## Web beacons or other technologies

Some Softline Solutions websites may also use web beacons or other technologies to better tailor those sites to provide better customer service. These technologies may be in use on a number of pages across Softline Solutions' websites. These web beacons usually work in conjunction with cookies. If you don't want your cookie information to be associated with your visits to these pages or use of these products, you can set your browser to turn off cookies or turn off cookies in the product itself, respectively. If you turn off cookies, web beacon and other technologies will still detect visits to these pages; however, they will not be associated with information otherwise stored in cookies.

We use Local Shared Objects, such as Flash cookies, and Local Storage, such as HTML5, to store content information and preferences. Third parties with whom we partner to provide certain features on our website or to display Softline Solutions advertising on others' websites based upon your web browsing activity also use Flash cookies or HTML5 to collect and store information. Various browsers may offer their own management tools for removing HTML5. To manage Flash cookies, please go to [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html).

We may also include web beacons in marketing e-mail messages or our newsletters in order to determine whether messages have been opened and links contained within clicked on.

Some of our business partners, like YouTube and LinkedIn set web beacons and cookies on our site. In addition, third-party social media buttons may log certain information such as your IP address, browser type and language, access time, and referring website addresses, and, if you are logged in to those social media sites, they may also link such collected information with your profile information on that site. We do not control these third party tracking technologies.

## Online Advertising

Softline Solutions does not deliver third party online advertisements on our web sites but we advertise our services on others' websites. Please familiarize yourself with those website operators' or network advertisers' privacy policies to understand their practices relating to advertising, including what type of information they may collect about your Internet usage. Some advertising networks we may use may be members of the Network Advertising Initiative (NAI) or the European Interactive Digital Advertising Alliance (EDAA). Individuals may opt-out of targeted advertising delivered by NAI or EDAA member ad networks by using tools provided visiting the following sites:

- Digital Advertising Alliance (DAA)  
<http://www.aboutads.info/choices>
- Network Advertising Initiative (NAI)  
<http://www.networkadvertising.org/>
- European Interactive Digital Advertising Alliance (EDAA)  
<http://www.youronlinechoices.eu/>

We have also engaged with certain third parties to manage some of our advertising on other sites. These third parties may use cookies and web beacons to collect information (such as your IP address) about your activities on Softline Solutions and others' websites to provide you targeted Softline Solutions advertisements based upon your interests.

## Links to Non-Softline Solutions Websites and Third-Party Applications

To allow you to interact with other websites on which you may have accounts (such as LinkedIn and other social media sites), we may provide links or embed third-party applications that allow you to login, post content or join communities from our websites.

We may also provide you with general links to non-Softline Solutions websites.

Your use of these links and applications is subject to the third parties' privacy policies, and you should become familiar with the third-party sites' privacy policies before using the links or applications. Softline Solutions is not responsible for the privacy practices or the content of those other websites.

## Notification of Changes

If we make any material changes to this Privacy Statement, we will notify you via notification on our website, and as otherwise required by applicable law.

If we wish to use your personal data in a manner that differs from the way that was applied at the time the data was collected, we will inform you of this and you will be given the opportunity to indicate whether or not can use your personal data in that manner.

## Privacy Questions and Access

If you have a question about this Privacy Statement or Softline Solutions' handling of your information, you can send an email to [info.nl@softline-group.com](mailto:info.nl@softline-group.com). You can also contact us at:

Softline Solutions Northern Europe  
Coltbaan 33  
3439 NG Nieuwegein

Before Softline Solutions can pass on information to you or correct inaccuracies, we may ask you to confirm your identity, and possibly other data to assist us in responding to your request. We will contact you within 30 days of your request. If you no longer wish to receive marketing emails from Softline Solutions or you would like to change your preferences with regards to the content you are receiving, please follow the unsubscribe instructions and/or "preferences" link included in each marketing email.