

PRIVACY POLICY

This website is operated by Gin Matters Spirits Co. B.V.

Privacy policy Gin Matters Spirits Co. B.V.

We value the careful processing of personal data. This policy applies to our (potential) customers, employees of our customers, visitors to the website, consumers, distributors, our (potential) suppliers, employees of those suppliers and contractors.

It describes:

- the personal data we collect in relation to you;
- how we use this personal data;
- the legal basis on which we process them;
- with whom they are shared; and
- how they are stored.

This policy also describes other important topics relating to your personal data and its processing/protection. Please read this privacy policy carefully to understand how we handle your personal data.

This policy includes the following paragraphs:

- Section 1: Data collection
- Section 2: Use of data
- Section 3: Legal grounds for the use of your personal data
- Section 4: Cookies
- Paragraph 5: Disclosure of personal data
- Paragraph 6: Retention of personal data
- Paragraph 7: Your rights
- Section 8: Marketing
- Section 9: Transfer of data
- Section 10: Third Party Websites
- Section 11: Changes to our privacy policy
- Paragraph 12: Further questions or submissions of complaints

1. Data collection

We may receive data directly from you. However, we may also receive information about you from Third Parties, such as your employer, employment agency or recruitment agency, our customers or resellers where you are a customer, media agencies, research agencies, our suppliers, group companies, public websites, agencies (including booking agencies) and public institutions (including customs), which we refer to in this policy as "Third Parties".

We, or Third Parties on our behalf, may collect and use the following personal data (which we refer to in this policy as "personal data"):

1.1 Personal data that you provide to us (or that we receive from Third Parties).

You or your employer, employment agency or recruitment agency can provide us with personal data about yourself by using online forms on our website, filling in order forms, creating an account with us, or by contacting us via info@ginmatters.nl. This also includes, for example, personal data that you or your employer provide to us in order to use our services. You, or Third Parties, may also provide personal data about you if you or they provide services to us.

The personal data you provide to us (or that we receive from Third Parties) may include:

(a) Information about you:

(i) your name;

(ii) your position;

(iii) name of the company;

(iv) email address;

(v) your telephone number;

(vi) documentnummer van identificatiebewijs;

(vii) accountinformatie;

(viii) address of your company;

(ix) your gender;

(x) your date of birth;

(xi) information provided in your correspondence with us;

(xii) any updates to data provided to us; and

(xiii) when you visit our locations, camera images.

(b) Data about visitors to our websites:

(i) when you visit our website, your IP address;

(ii) your username;

(iii) your age/date of birth;

(iv) your behavior on our website (e.g. the pages you click on)

(v) payment information;

(vi) order history information;

(c) Information about the goods and services we provide to you:

(i) data necessary to provide goods and services to you (including data on forms to open an account, details of your orders, order history, quantity of beers purchased from our designated suppliers, payment details, delivery address, requirements and restrictions on deliveries, trade references and tax information);

(ii) the name you provide to us for personalized products;

(iii) data about services to customers; and

(iv) customer relationship management and marketing data.

(d) Information we receive from you or your employer (including breweries, bars, wholesalers/distributor, restaurants, media contacts, carriers, warehouses, e-fulfillment service providers, equipment and technician technical support providers, brand ambassadors and other contractors):

(i) your photo and video footage if you are an employee or a brand ambassador or a potential employee or a brand ambassador;

(ii) curriculum vitae, data on pitches and tenders and declarations of good conduct;

(iii) Supplier due diligence data:

(iv) contact details at work (telephone number, visiting address, postal address, e-mail address);

(v) addresses;

(vi) visa or work permit documentation;

(vii) emergency contact information;

(viii) working hours (overtime and shiftwork, hours worked and standard hours of the department);

(ix) details relating to fees, declarations and bank account;

(x) legal and investigative proceedings (relevant to your work for us); and

(xi) data necessary to access our organization's systems and applications.

(e) If you use our photo booth at our brewery or during an event, your photo and the time it was taken.

(f) If you choose to use social media to contact us or learn about our products or services, your profile information (including your preferences and interactions with us on social media and information you post on message boards that are relevant to our operations).

(g) If you attend events, your photo and video footage during the event (if reported to you during the event).

Please note that we need certain types of personal data so that we can provide services to you or that you, or Third Parties, can provide services to us. If you do not provide us with such personal data, or if you ask us to delete it, you may no longer be able to access our goods and services, or provide goods and services to us.

1.2 Personal data that we collect about you or that we obtain from Third Parties.

(a) When you visit our website, we may automatically collect one or more of the following data:

(i) technical data, including the IP address used to connect your device to the Internet, domain name and country requesting data, the files requested, type and version of the browser, types and versions of the browser plug-ins, operating system and platform;

(ii) data about your visit, including the full Uniform Resource Locators (URL) data flow to, on and from our site (including date and time), time and length of visits to certain pages, data about interaction on the page (such as scrolling, clicks and mouse movements), methods used to surf away from the page, traffic data, location data, weblogs and other communication data and data provided in requests for further services or downloads.

(b) If you interact with us on social media, we collect certain information about you from your social media page and through interaction with us or with information about our products and services.

(c) If you are a journalist or work for an institution or trade union in our industry, we may collect information about you from public sources.

(d) If you are a customer or supplier (or a potential customer or supplier) or work for any of them (including as an advisor), we may obtain information about you from your company's website or public sources.

(e) If you work for us or visit one of our locations (e.g. a brewery), we may also collect personal data about you by means of camera images.

2. Use of data

We, or Third Parties acting on our behalf, collect, use and store the personal data mentioned above for the following reasons:

2.1 Visiting our website:

(a) to allow you to access and use our website (including to ensure that you are of legal drinking age);

(b) to provide technical support;

(c) to provide you with the information and services you request from us;

(d) to ensure the security of our services, our website;

(e) to store information about your preferences and enable us to customize our website to your individual interests;

(f) to recognise you when you visit our website again;

(g) to enable you to participate in our contests and promotions;

(h) to process orders you place for goods and services from us; and

(i) to improve and maintain our website and to compile reports or statistical statements in order to improve our goods and services. These details are anonymized to the extent reasonably possible, and you are not recognizable from the collected data.

2.2 Receipt of goods and services from you

(a) to enable us to receive and manage services from you (including supplier due diligence, payment and fee reporting, and financial control);

(b) to confirm information on curriculum vitae and to carry out reference checks in order to assess your or your employer's suitability to work for us; and

2.3 Provision of goods and services to you

(a) to provide relevant goods and services to you or your employer (including confirming and processing orders, for managing your account with us, customer credit, taxes and exports, billing and collection purposes, and bottle collection (as applicable);

(b) to address any questions or concerns you may have with our goods and services, including any questions about how we collect, store and use your personal data, or any requests from you for a copy of the data we hold about you. If we do not have a contract with you, we may process your personal data for these purposes where this is in our legitimate interest from the point of view of providing services to customers.

(c) to send you certain communications (including by email or post) about our goods and services, such as service announcements and administrative messages (for example, notifying you of changes to our terms and conditions and keeping you informed of our fees and charges);

(d) to enable you to attend our events or participate in competitions and send you photos that you have allowed us to take of you;

(e) to carry out statistical analyses and market research; and

(f) if you have consented or if it is otherwise in our legitimate interest from a business development or marketing standpoint, to contact you (including by email or post) with information about our products and services that you request or that we think may be of interest to you (including newsletters) but only, if required by law, if you have consented to it.

2.4 For internal commercial reasons (legitimate interest), for example a database that contains data from all points of sale in the Netherlands, including possible potential customers in the (near) future.

2.5 In the context of fraud protection and credit risk reduction.

2.6 For internal business reporting, business administration, ensuring adequate insurance for our operations, ensuring the safety of business facilities, research and development, and to identify and implement the opportunities of business efficiency.

2.7 To comply with procedures and laws and regulations that apply to us – this may be where we reasonably believe that it is in our legitimate interest or in the legitimate interest of others to comply, or when we are legally obliged to do so.

2.8 To establish, exercise or defend our legal rights – this may be where we reasonably believe that it is in our legitimate interest or in the legitimate interest of others to do so, or where we are legally obliged to do so.

2.9 If you visit one of our locations (including a brewery) for camera tracking and to ensure the safety of our employees and visitors and of our and their property.

2.10 If you interact with us on social media, to interact, as well as to track your interactions with us and our brand online, where it is in our legitimate interest to do so for market research and for planning future marketing campaigns.

2.11 If we use photographs or camera images of you at an event to raise awareness of the event or for internal presentations, insofar as it is in our legitimate interest from the point of view of marketing and business development, or when we have your consent to do so.

2.12 If you are a journalist, and it is in our legitimate interest to contact you and invite you to write a news article about our products and services; to invite you to events, send you promotional materials and press releases.

3. Legal basis for the use of your personal data

3.1 We believe that the legal basis for the use of your personal data as set out in this Privacy Policy is as follows:

(a) our use of your personal data is necessary to fulfil our obligations under a contract with you and/or to take action at your request prior to entering into a contract (for example, to fulfil an order you place with us, to comply with the terms of use of our website or software app to be able to use our software app and/or to comply with our contract to provide services or receive services from you or from your employer); or

(b) our use of your personal data is necessary to comply with our legal obligations (for example, providing information to the tax authorities); or

(c) where (a) nor (b) apply, the use of your personal data is necessary for our legitimate interests or the legitimate interests of others, for example to ensure the security of our website. Our legitimate interests are:

(i) operate, grow and develop our business;

(ii) administer our website;

(iii) select sufficiently qualified and competent suppliers;

(iv) ensure a safe working environment for our employees and visitors;

(v) marketing, market research and business development;

(vi) provide goods and services to our customers, make and receive payments, provide services to customers and know the customer to whom we provide services;

(vii) place, track and ensure the execution of orders with our suppliers; and

3.2 We may use your special categories of data and – insofar as the provisions of points a, b, or c do not apply – you have given your consent to this (which you can withdraw at any time after it has been given, as described below).

3.3 In the future, other use of other personal data may be the subject of your consent (which you can withdraw at any time after it has been given, as described below).

3.4 If we rely on your consent to us using your personal data in a certain way, but you change your mind later, you can withdraw your consent by contacting us and we will terminate that use.

4. Cookies

4.1 Some pages on our website use cookies, small files that are placed on your device when you use our website. We use cookies to provide you with a better tailored experience in the future, by understanding and remembering your specific preferences for using the website.

4.2 When we use cookies on our website, you can block them at any time. To do this, you can activate the setting on your browser that allows you to refuse the placement of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or part of the website or use all the functionalities offered by our website.

5. Disclosure of personal data

5.1 We may share your personal data with any company that is part of our group, including our ultimate parent company in Japan, where our legitimate interest requires it for internal administrative purposes (for example, ensuring consistent and coherent provision of services to our customers, business strategy, compliance, control and monitoring, research and development and quality assurance). We may also share your personal data within our group with companies that provide us with products and services as "processors", such as IT systems.

5.2 We will share your personal data with the following categories of Third Parties:

(a) our service providers and subcontractors, including but not limited to payment processors, technical and support service providers, insurers, logistics service providers and cloud service providers;

(b) your employer, temporary employment agency or recruitment and selection agency;

(c) Customers and resellers, if necessary for the execution of the agreement and/or there is a legitimate interest;

(d) government agencies (including customs);

(e) companies that support us in our marketing, advertising and promotional campaigns; and

(f) analytics and search engine providers that help us improve and optimize our website and software apps.

5.3 We will, if necessary and only on the basis of a case-by-case assessment, also disclose your personal data to Third Parties:

(a) if it is in our legitimate interest to do so in order to operate, grow and develop our business;

(i) if we buy or sell businesses or assets, we may disclose your personal data to the seller or buyer of those companies or assets;

(ii) if substantially all of our or our affiliated companies are acquired by a third party, in which case personal data held by us is among the transferred assets;

(b) if we are required to disclose or share your personal data in order to comply with a legal obligation, a legitimate request from a government or enforcement officers, and if this is required to comply with national security or enforcement requirements, or to prevent illegal activities.

(c) to enforce or apply our terms and conditions or any other agreement or to respond to claims, to protect our rights or the rights of a third party, to protect the safety of an individual or to prevent illegal activity; or

(d) to protect the rights, property or safety of our employees, our customers or other persons.

5.4 We may also disclose anonymized, aggregated reports and statistics about users of our website and apps or our goods and services and from interactions with us and our brands on social media for internal reporting or reporting to our group or other Third Parties, and for our marketing and promotional purposes. These anonymized, aggregated reports or statistics do not allow our users to be personally identified.

5.5 Unless expressly stated above in this article, we will never share your personal data with, sell or rent to Third Parties without informing you and, if necessary, requesting your consent. If you have given us permission to use your personal data in a certain way, but you change your mind later, you can contact us at info@ginmatters.nl and we will terminate that use.

6. Retention of personal data

We do not store your personal data longer than necessary for the purposes for which they are processed. The retention period of personal data depends on the purposes for which we collect and use the data and/or on the extent to which we must comply with applicable law and establish, exercise or defend our legal rights.

7. Your rights

7.1 You have certain rights with regard to your personal data. If you would like further information about this or would like to exercise one or more of these rights, we ask you to contact us via info@ginmatters.nl.

You have the right to request that we:

(a) provide access to any personal data we hold about you;

- (b) modify any personal data that is dated or inaccurate;
- (c) delete personal data that we hold about you;
- (d) restrict the way in which we process your personal data;
- (e) prevent the processing of your personal data for direct marketing purposes;
- (f) provide you with a copy of the personal data we hold about you; or
- (g) take into account any valid objections you may have to our use of your personal data.

7.2 We will consider all such requests and respond to you within a reasonable time (and in any event within the time required by applicable law). Please note, however, that some personal data may be exempted from such requests under certain circumstances.

7.3 If an exception applies, we will inform you when responding to your request. Before responding to a request you make, we may ask you to provide us with information necessary to confirm your identity.

8. Marketing

8.1 We may collect and use your personal data to send you certain marketing communications (including electronic marketing communications to existing customers) if it is in our legitimate interest to do so from a marketing and business development perspective.

8.2 However, we will always seek your consent for direct marketing communications where we are required by law to do so.

8.3 If you no longer wish to receive marketing communications, we ask you to contact us at info@ginmatters.nl. We will then terminate the marketing communications.

9. Transfer of personal data

9.1 The personal data may be used, stored and/or consulted by employees who work outside the European Economic Area (EEA) for us, other members of our group or Third Parties. This may be the case for the purposes mentioned in section 2 above, including but not limited to providing our services to you or your employer, receiving services from you or from Third Parties, processing transactions and/or providing support services. Further details about the persons to whom your personal data may be disclosed can be found in section 5 above.

9.2 If we provide personal data about you to members of our group or to Third Parties outside the EEA, we will take appropriate measures to ensure that the recipient adequately protects your personal data in accordance with this Privacy Policy. These measures include, but are not limited to:

(a) in the case of entities established in the United States, we enter into model contracts approved by the European Commission with them or ensure that they have signed the EU-U.S. Privacy Shield (see below <https://www.privacyshield.gov/welcome>); or

(b) in the case of entities located outside the EEA (including Japan), we enter into model contracts approved by the European Commission with them.

9.3 More information about the steps we take to protect your personal data in these cases is always available from us on request by contacting us via info@ginmatters.nl or.

10. Third Party Websites

Our website and social media pages may from time to time contain links to Third Party websites, including partner networks and our group companies. Please note that we cannot be held responsible for personal data about you collected and stored by those Third Parties. Third Party websites have their own terms and conditions and privacy policies. You should read them carefully before sending personal data to these websites. We do not otherwise endorse or accept any responsibility or liability for the content of such Third Party websites or Third Party terms and conditions or policies.

11. Changes to our privacy policy

We may change our privacy policy from time to time. Any changes we make to our privacy policy in the future will be posted on this page and, if applicable, communicated to you by post or email. Please check regularly to see if our privacy policy has been updated or changed. By continuing to use the services and our website, or offering and/or providing services to us, you confirm that you have read and understood the latest version of our privacy policy.

12. Further questions or submissions of complaints

12.1 If you have any questions or complaints about the collection, use or storage of your personal data by us, or if you wish to exercise your rights in relation to your personal data, please contact us at info@ginmatters.nl. We will investigate and attempt to resolve such complaints or disputes relating to the use or disclosure of your personal data.

12.2 You can also lodge a complaint with the data protection authority in the country of the European Union where we are located, in the Netherlands the Dutch Data Protection Authority, or where we process personal data relating to the provision of goods or services to you in the European Union. In addition, you can appeal to the local court if you believe that your rights have been violated.

The procedures described in this privacy statement constitute the current policy on the protection of personal data, as of 7 December 2018.