



# Privacy Policy

The members of the Alamo Group the NL are companies with a long history that the market perceives being as innovative, reliable and delivering quality. Alamo Group the Netherlands members are Conver, Herder, Votex and Roberine.

This Privacy Notice describes how Alamo Group the Netherlands (hereafter referred to as 'AGTN') collects and processes personal data about our customers, and individuals making general enquiries. AGTN processes your personal data in accordance with the General Data Protection Regulation (GDPR) and we are committed to protecting the privacy and confidentiality of information you provide us. Please read this Policy carefully to understand how we use and process your personal data.

For the purposes of the General Data Protection Regulation (GDPR), AGTN is the "data controller". This means that we are responsible for deciding how we hold and use personal data about you.

It is important that you read this notice so that you understand how we process, and the measures we take to protect your personal data. This Privacy notice will be regularly reviewed and updated.

## Our contact details

Alamo Group the Netherlands

Herculesweg 6

4338 PL, Middelburg

Netherlands

[AVG@alamo-groupnl.com](mailto:AVG@alamo-groupnl.com)

## Collection and use of your personal data

When you visit this website, receive products or services from us, and/or we send marketing communications to you, we may collect and process the following data about you:

- Name, company name, contact details including address(es), telephone number(s) and email address. You are not under any obligation to provide any this information. However, if you withhold requested information, we may not be able to provide certain services to you.
- We automatically collect basic technical information from website visitors through automatic data collection tools, which may include cookies and other commonly used technologies (see sections on Cookies below). These tools collect certain standard information that your browser sends to the website such as your browser type and language, access times, and the address of the site from which you came to the website. They may also collect information about your Internet Protocol ("IP") address, or click stream data within our website (i.e. the actions taken in connection with the website). This information helps us improve the functionality of the website.
- We work with third parties such as sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers and credit reference agencies, and may receive information about you from them.

Typically, we will process your personal data, for the following purposes:

- To process product sales, orders and shipping;





- To maintain product warranty information
- To respond to requests for information, general enquiries, or to manage complaints
- To personalise your visit to the website and to assist you while you use the website;
- To improve the website by helping us understand who uses the website; and
- For fraud prevention and detection and to comply with applicable laws, regulations or codes of practice.
- To send you information and newsletters regarding our products and services, where we have a legitimate interest to do so, or where you have provided consent.
- To organize expos and events

## Sharing your Personal Data

We may use selected third parties to provide us with services, technical support for the website, and companies engaged to market and distribute our products, who may have access to your personal data. All service providers are permitted to use data only for the purpose of performing services on our behalf.

Similarly, we may share your personal data as required by law to protect our rights and property, or the rights, property or safety of others, including to advisers, law enforcement agencies, judicial and regulatory authorities.

To help us make credit decisions about you, we may search the files of credit reference agencies who will record any credit searches on your file and/or those of your principal directors/shareholders where relevant. We may also disclose details of how you conduct your account to such agencies. This information will be used by other credit agencies for making credit decisions.

## Cookies

We use the following cookies which enable us to monitor our website traffic and adjust the content of our website.

### Essential Cookies

- Session cookies
- User retention cookies
- Security cookies

### Non-Essential Cookies

- Analysing cookies
- Tracking cookies

You have the ability to reject non-essential cookies when visiting our website.

## Social Plugins

We use various social media Plugins on our website, including Instagram and YouTube (“Social Media Platforms”). When visiting the Social Media Platform, and visiting our website with a Social Media Plugin, the browser may share information with your Social Media Platform in order to load content on that social media page. The data the Social Media Platform receives may include information like your user ID, the website you are visiting, the date and time,





and other browser-related info. The Social Media Platform may record some of this information and may use it to improve their products and services and to show people more interesting and useful ads. In some cases this might mean that international data transfer takes place if the Social Media Platform is (partially) located outside of EEA.

## International Transfers of your Personal Data

The information you give us may be accessed our staff, and third parties based inside and occasionally outside of the European Economic Area (EEA), where necessary to fulfil and deliver orders. Those parties process information, fulfil and deliver orders, process credit or debit card payments and provide support services on our behalf. We may also pass aggregate information on the usage of our site to third parties but this will not include information that can be used to identify you. By submitting your personal data, you agree to this transfer, storing or processing.

## Security of your Personal Data

The security of your personal data is important to us. We take reasonable steps, consistent with generally accepted industry standards, to protect the personal data from loss, misuse and unauthorised access, disclosure, alteration and destruction.

We retain your personal information in line with our data retention policy to support our legal and regulatory requirements. If you object to this retention, please contact us using the details provided above.

## Your rights in connection with personal data

Under data protection law, you have certain rights including:

- **The right to be informed** –the right to be informed about the collection and use of their personal data. Individuals are informed of how their personal data is processed via the privacy notice.
- **The right of access** –the right to access and receive a copy of their personal data and other supplementary information.
- **The right to rectification** – Individuals have the right to have inaccurate data rectified, or completed if it is incomplete.
- **The right to erasure** –the right to have personal data erased – (also known as the right to be forgotten).
- **The right to restrict processing** –the right to request the restriction or suppression of their personal data.
- **The right to data portability** –the right to obtain and reuse their personal data for their own purposes across different services. The right to data portability enables data subjects to move, copy or transfer their personal data easily from one IT environment to another in a safe, secure way, without affecting its usability.
- **The right to object** – Individuals have absolute the right to object to the processing of their personal data if it is for direct marketing purposes. More broadly, the right to object to data processing only applies in specific circumstances;
- **Rights in relation to automated decision making and profiling** – Individuals have the right not to be subject to automated decision making or profiling where this activity produces legal effects on the data subject

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you would like to exercise any of your rights listed above, please contact [AVG@alamo-groupnl.com](mailto:AVG@alamo-groupnl.com)

## How to complain

If you have any concerns regarding the processing of your personal data, please contact [AVG@alamo-groupnl.com](mailto:AVG@alamo-groupnl.com)





You also have the right to lodge a complaint with the Dutch Data Protection Authority if you have any concerns regarding the processing of your personal data.

Autoriteit Persoonsgegevens

PO Box 93374

2509 AJ DEN HAAG

Telephone number: (+31) - (0)70 - 888 85 00

Fax: (+31) - (0)70 - 888 85 01

## **Changes to this Privacy Notice**

We will regularly review and update this privacy notice to reflect any changes. We may also notify you in other ways from time to time about the processing of your personal data.

