



PRIVACY POLICY: OUR PROMISES



*We'll always keep your data safe and secure.
Here is why we keep it and how we use it.*

1. YOU ARE A V.I.P.

We will only use your data to up your experience.

2. SAFE

We'll protect your data like it's our own.

3. NO NONSENSE, NO SURPRISES

We'll always talk your language and listen to you – no nonsense, no surprises.

4. NO SPAM

You decide when you want to hear from us.

5. THE ESSENCE

Your info won't just hang around – if we don't need it, we'll delete it.

.....
[> DISCOVER THE SUMMARY HERE <](#)
.....

**THE DATA
CONTROLLER -
THE COMPANY
THAT'S RESPONSIBLE
FOR YOUR PRIVACY -
IS**

THE COTTON GROUP SA
Company number:
0440.097.116

Waterloo Office Park
Drève Richelle 161
Building O box 5
1410 Waterloo
Belgium

privacy@bc-collection.eu
T +32 2 352 11 00

PROTECTING YOUR PRIVACY

At B&C, we are fully committed to protecting the privacy and security of our customers and website visitors (so, yes, you!). And to make sure we always come up with the best solution for you – our products, services, tools – we are using information about you. B&C workers are customers themselves so we totally understand and respect how important privacy is. On top of that, they are committed to privacy and security rules.

Your data are processed in compliance with applicable legislation regarding data protection ((EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and the free processing of such data).



HOW WE USE YOUR INFORMATION

We use your information in a number of different ways — what we do depends on the information. See the details below of what we use, and why we use it.

.....

#1 YOUR CONTACT DETAILS (INCLUDING NAME, EMAIL, DIRECT PHONE NUMBER, ADDRESS)

Why we use these:

- > Send you samples or any printed marketing material such as catalogues you request (how could we do without this basic information?)
- > To keep you up-to-date and send you news (inspiration, product updates, seasonal themed collection, ...) by email, SMS or instant messaging. Send you updates on our services and online tools.
- > Finding out what you, and other resellers like, to ensure we are giving you what you want.
- > To contact your after your request for information, and eventually to schedule a visit.

.....

#2 YOUR PROFESSIONAL DETAILS (TITLE, POSITION, INTERESTS ...)

Why we use these:

- > To increase your customer experience and send you the appropriate marketing messages.
- > Create, manage and personalise your experience when visiting and browsing our website.

.....

#3 YOUR RESPONSES TO PRODUCT OR SERVICE SURVEYS

Why we use these:

- > To improve our product or service offers.
With no feedback from you and your peers (the whole customisable garment's market, let's say!), we'll hardly cover your business needs.

#4

YOUR BROWSING DETAILS (IP ADDRESS, USER NAME, VISITED WEBPAGES, CLICKED LINKS, ETC...)

Information you give us when you browse our site or use, including your IP address and device type and, as well as how you use our website.

Why we use these:

- > Improve our website and set default options for you (such as language). This to give you the best visitor experience.
- > To allow us to prefill data in our forms to speed up your experience.
- > To increase your customer experience and send you the appropriate marketing messages.
- > Create, manage and personalise your experience when visiting and browsing our website.
- > To prevent and detect fraud against you or B&C Collection – unfortunate but absolutely essential - and to meet our legal obligation about looking after your data and contacting you in case of data breach for example.

.....

#5

YOUR CONTACT HISTORY WITH US

What you've said to us — for example, over the phone, on instant chat or messaging on social media, during visits, through information requests.

Why we use these to offer you the best service, for example:

- > Delivering you samples and catalogues
- > Appoint a specialist to contact you on a specific topic or specific questions
- > Offer you the appropriate follow-up on concerns you have

You don't have to give us any of this personal information but if you don't, you may not be able to submit forms/ requests to us from the site, and you are unlikely to receive our optimal overall customer experience. But that is your choice – and we respect that.

We also anonymise and aggregate personal information (so that it does not identify you) and use it for purposes including testing our IT systems, research, data analysis, improving our site, and developing new products and services.

SHARING YOUR INFORMATION

We also share – limited – information with third parties.

We do not, and will not, sell any of your personal data to any third party – including your name, address or email address. We want to earn and maintain your trust, and we believe this is absolutely essential in order to do that.

However, we may share part of your data with the following categories of companies as an essential part of being able to provide our services to you, as described hereafter:

- > Companies that do things to get samples, catalogues or marketing offline tools/material to you, such as warehouses, order packers, and delivery/routing companies
- > Professional service providers, such as marketing agencies, advertising partners, survey platforms and website hosts, who help us run our business and for projects they run exclusively for B&C Collection (we have clear contracts with our partners describing the scope of the action and the use of the data)
- > Companies approved by you, such as social media sites

Our subcontractors are listed in a register of processing activities (kept internally).

We ensure that our subcontractors provide the same level of protection for your data as we do (including subcontractors located outside the EU). However, we would like to highlight the fact that our website may feature links to third party websites which are beyond our control. We therefore encourage you to consult the confidentiality policy of each website that you visit.

We make sure that our third-party partners are taking your data with as much care as we do (they protect your data like it's their own). They are all compliant (even non-EU third party) and are listed in a register of processing activities kept internally.

However, B&C Collection website may include some links to third-party websites that are out of our control. We therefore recommend you check their Privacy Policy too (you wouldn't buy a second-hand bicycle without checking if it still can ride...)

MARKETING MESSAGES

If you have said we can, we'll send you marketing messages by email to keep you aware of what we're up to and to help you see and find our products.

HOW TO STOP MARKETING MESSAGES FROM B&C COLLECTION

You can stop receiving marketing messages from us at any time by clicking on the 'unsubscribe' link in any email.

Once you do this, we will update your profile to ensure that you don't receive further emails from us.

KEEPING YOUR INFORMATION

We won't keep your personal data forever... After 3 years of no reaction from you on any of our marketing messages, nor interaction on our website, we will delete your information.

STORAGE, SECURITY AND CONFIDENTIALITY OF YOUR DATA

The methods of storing personal data and the security and confidentiality measures used are set out in documents which we keep internally and are reviewed and updated at least once a year. We ensure you that technical, organisational and human measures are taken to guarantee the security and protection of confidentiality of your personal data. In the event of a breach of your personal data, we undertake, in compliance with the applicable legislation, to notify the Data Protection Authority as soon as we can and, where possible, no later than 72 hours after becoming aware of the breach. It is understood that you remain solely responsible for the security and confidentiality of your log-in data (user name, password, etc.). In the event of theft or misuse of your log-in data, please inform us immediately by sending an email to the following address: privacy@bc-collection.eu

YOUR RIGHTS

You have a lot of rights relating to your personal information:

- > The right to be informed about how your personal information is being used (like this notice!)
- > The right to access the personal information we hold about you
- > The right to request the correction of inaccurate personal information we hold about you
- > The right to request that we delete your data, or stop processing it or collecting it, in some circumstances
- > The right to stop direct marketing messages
- > The right to request that we transfer or port elements of your data either to you or another service provider
- > The right to complain to the data protection regulator

If you want to exercise your rights, have a complaint, or just have questions, please just drop us an email at privacy@bc-collection.eu. We will proceed your request within a month after your request is received.

CHANGES TO HOW WE PROTECT YOUR PRIVACY

We may change this page from time to time, to reflect how we are processing your data.

If we make significant changes, we will make that clear on the B&C Collection website or by some other means of contact such as email, so that you are able to review the changes before, for example, you continue visiting our website.

COOKIES

The website www.bc-collection.eu uses cookies to provide you with a more responsive and personalized service. By using this site, you agree to our use of cookies. [Please read our Cookies Policy](#) for more information on how we use cookies and how you can manage them.



ANY QUESTIONS? PLEASE SEND THEM TO THE FOLLOWING ADDRESS: privacy@bc-collection.eu
Our updated privacy policy can be consulted at http://go.bc-collection.eu/privacy-policy_EN

SUMMARY: PROTECTION OF YOUR PERSONAL... AT A GLANCE...



We process your personal data in order to offer you the best products and services.

Your data are processed in compliance with applicable legislation regarding data protection (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and the free processing of such data) and are under the responsibility of:

THE COTTON GROUP SA

Company number: 0440.097.116
Waterloo Office Park, Drève Richelle 161,
Building O box 5 / 1410 Waterloo - Belgium
privacy@bc-collection.eu | T +32 2 352 11 00

DATA CATEGORIES

1. Contact data
(name, address, email, phone number...)
2. Data about your professional background
(role, title, interests...)
3. Connection/browsing data
(IP address, user name, websites visited, links used, etc.)

UPDATING DATA

We undertake to rapidly delete or correct any data found to be inaccurate.

STORAGE, SECURITY AND CONFIDENTIALITY OF DATA

The methods of storing personal data, the security and confidentiality measures used are set out in documents which we keep internally and are reviewed and updated at least once a year. We ensure you that technical, organisational and human measures are taken to guarantee the security and protection of confidentiality of your personal data. In the event of a breach of your personal data, we undertake, in compliance with the applicable legislation, to notify the Data Protection Authority as soon as we can and, where possible, no later than 72 hours after becoming aware of the breach. It is understood that you remain solely responsible for the security and confidentiality of your log-in data (user name, password, etc.) In the event of theft or misuse of your log-in data, please inform us immediately by sending an email to the following address: privacy@bc-collection.eu.

PURPOSE OF THE PROCESSING

Offering you the most suitable products and services for your needs by analysing them and targeting our advertising messages.

DURATION OF DATA STORAGE

Your data are deleted on December 31st following 3 years of our messages receiving no response from you.

SUBCONTRACTORS

Our subcontractors are listed in a register of processing activities (kept internally).

We ensure that our subcontractors provide the same level of protection for your data as we do (including subcontractors located outside the EU). However, we would like to highlight the fact that our website may feature links to third party websites which are beyond our control. We therefore encourage you to consult the Privacy Policy of each website that you visit.

YOUR RIGHTS AND HOW TO EXERCISE THEM

At any time and free of charge, you can; access your data and receive a copy of them (which is easy to use and enables data portability); request the deletion of your data; correct any inaccurate or incomplete data about you; request restricted use of your data; object to your data being processed, especially for direct marketing purposes. To do this, just send an email to the following address: privacy@bc-collection.eu Your request will be processed as soon as possible and, in any case, within one month upon receipt of your request. In compliance with the legislation in force, you have the right to file a complaint with the Data Protection Authority if you believe that the processing of your data is illegal.

ANY QUESTIONS? PLEASE SEND THEM TO THE FOLLOWING ADDRESS: privacy@bc-collection.eu
Our updated privacy policy can be consulted at http://go.bc-collection.eu/privacy-policy_EN