

PRIVACY POLICY (version October 2025)

Because BackBoon Services, trading under the name Annette Boon, greatly appreciates the trust you, as a client, have placed in it, it also attaches great importance to your privacy and the processing of your personal data.

In this privacy statement, we explain how and for what purposes your data is processed, all in accordance with the applicable Belgian and European regulations on the protection of privacy (GDPR).

This privacy statement applies to all our services.

Annette Boon will keep this statement up to date by publishing the latest version on her website.

By using my website, you, as a client, expressly accept the way in which we collect and use your data.

1. Who are we?

BackBoon Services, with company number BE0526.857.379, is considered the controller of your personal data. This means that we, BackBoon Services – Annette Boon, determine how your personal data is processed.

We will, of course, treat all collected data as strictly confidential.

If you have any further questions regarding this privacy statement, please contact us at ab@backboonservices.com.

2. What information do we collect?

We will only process the data necessary to perform my work correctly.

This data is used to fulfil my contractual obligations, perform my work correctly, respond to your questions received via social media, email or contact form, and optimize my services.

The following data may be processed by me. This data was either provided directly by you or indirectly. (This list is not exhaustive):

- First and last name;
- Address details;
- Wedding date
- Location details
- Guest list
- Photographs;
- Billing details;
- Telephone number;
- Email address;
- IBAN + financial institution;
- IP address;
- Details about activities on the website;
- Any details linked to your social media account;

- Other personal details you provide.

Only personal data that is necessary for legitimate purposes is retained in this way.

3. For what purposes are your personal data processed?

Your personal data will be treated as strictly confidential and will only be used for the following purposes:

- Responding to your questions submitted via email, contact form, or social media;
- To conclude an agreement with you and to execute it:
 - Providing information about my services and tailoring them better to your needs and wishes
 - Preparing quotations
 - To enable the performance of our agreement and to carry out the administration arising from it
- Posting reviews for commercial purposes;
- Processing your payment;
- Communicate with you, as the client, in the interests of both parties;
- Statistical purposes;
- Correctly fine-tuning and improving my website;
- Comply with legal obligations: such as keeping accounts;
If you wish and have given your consent, to contact you with commercial offers such as newsletters, events and other promotions or marketing campaigns.

4. On what legal basis are your data processed?

BackBoon Services-Annette Boon bases the processing of your data for the above purposes on the following legal grounds:

- You have given your consent to the processing of your personal data for a specific purpose;
- Execution of the agreement and fulfilment of contractual obligations;
- Legitimate interests: including improving our services;
- Legal obligations: compliance with tax legislation.

Your data will not be stored for longer than is strictly necessary for the performance of my services or for as long as the legal rules require us to do so.

5. What information is shared with third parties?

We will only share your data with third parties if this is necessary for business operations or if it is legally required in the context of performing our work.

Your data may be shared with external service providers, such as IT services for maintaining our network and hosting our website.

In the context of carrying out our activities, your data may be shared with suppliers, government agencies, our accountant, software suppliers and IT administrators.

P.S. This only concerns your general personal data and this will not be passed on to organizations and/or individuals for marketing purposes.

For other parties, we will only do this with your express consent or on your instructions.

We enter into processing agreements with the above-mentioned parties, stipulating that they too must comply with the GDPR/AVG guidelines.

We will ensure at all times that your personal data will **NOT be stored outside the EEA** without a proper guarantee from any parties concerned that they too fully comply with GDPR/AVG legislation.

6. How is your data protected?

Because we attach great importance to your privacy and your trust in our services, we ensure that your data is handled securely. We take the necessary technical and organizational measures to prevent the loss and misuse of your data.

If we need to pass on your data to third parties, we ensure that these processors also take the necessary measures to handle your data securely.

This ensures that only the necessary persons have access to your data, that access to this data is protected and that the security measures are regularly checked.

7. How long will your personal data be stored?

Your personal data will be retained for the time necessary to fulfil the purposes described above and to comply with our legal obligations, i.e. for a maximum of seven years after completion of accounting and legal documents.

8. Security:

For this processing, we take the appropriate technical and organizational measures to protect your data optimally, taking into account the nature of the data and the associated risks. We do not store any special personal data and have the following measures in place to protect your data:

- The computers on which data is processed are secured by default with a username and a complex password.
- All computers are equipped with a Small Office Security solution, which is of course kept up to date and automatically performs multiple scans. All Windows installations are automatically updated. The installation is checked at least once a month and started manually if necessary.
- To prevent data loss in the event of computer loss, we make daily backups to an encrypted cloud environment.
- All passwords are managed and stored in the cloud environment.
- An extra drive for storing photos;
- Our employees are fully informed about the secure handling of your personal data and are bound to confidentiality by their employment contract.

Past experience has taught us that no risk can be completely avoided. Should we become aware of unauthorized access to our IT systems or unlawful alteration, damage or possible

loss of your data, we will immediately take all necessary measures to minimize this risk and prevent it from happening again in the future. This will also limit any potential damage to you.

MARKETING PURPOSES

CLICK BEHAVIOUR AND VISITOR DATA

General visitor data is recorded on our company's website. In this context, your computer's IP address, any username, the time of retrieval and data sent by a visitor's browser may be recorded and used for statistical analyses of visitor and click behavior on the website. We also use this information to optimize the functioning of the website. We try to anonymize this data as much as possible. This data is never provided to third parties.

GOOGLE ANALYTICS

Our website uses Google Analytics to track how visitors use our website and how effective our AdWords advertisements are on Google search results pages. The information obtained in this way, including your computer's address (IP address), is transferred to and stored by Google on servers in Dublin, Ireland. Read the [privacy policy of Google](#) for more information, as well as the specific [privacy policy of Google Analytics](#).

Google uses this information to track how our website is used, to provide us with reports about the Website, and to offer its advertisers information about the effectiveness of their campaigns. Google may provide this information to third parties if Google is legally required to do so, or insofar as these third parties process the information on Google's behalf. We have no influence on this. We have not permitted Google to use the analytics information obtained for other Google services.

INSTAGRAM AND TIKTOK

Our website includes buttons to promote or share pages on social networks such as Instagram and TikTok. These buttons are created using code provided by the social media channels themselves. Among other things, this code places a cookie (see above).

Please read the privacy statements of these social networks (which may change regularly) to see what they do with your personal data that they process using this code.

NEWSLETTER

We offer a newsletter to inform interested parties about news, our services and related matters. Your email address will only be added to the list of subscribers with your explicit consent. Each newsletter contains a link that allows you to unsubscribe. The newsletter subscriber database will not be provided to third parties.

CONTACT FORM

Would you like to fill in the contact form on our website? By giving your consent, personal data will be processed as described in this privacy statement. We are also always available by email.

USE OF COOKIES

We use cookies when offering electronic services. A cookie is a simple small file that is sent along with pages from this website and stored by your browser on your computer's hard drive. We use cookies to remember your settings and preferences when you click to accept them. In accordance with privacy by design, analytical cookies are disabled by default. You can also disable these cookies via your browser.

For more information, please consult our [Cookie Statement](#).

9. Your Rights:

Below is a summary of your rights regarding the processing of your personal data, whether they apply and how you can exercise them:

- **Access:** You have the right to request access to the data we hold about you and, if there are any errors or omissions, to request rectification, completion and even deletion. Art. 12-13-14
- **Right to rectification:** Art. 15 You have the right to modify your personal data.
- **Please note:** If you request deletion, this can only be carried out if we no longer need your data for reasons other than those stated in our purpose description in point 3. This mainly concerns tax and social legislation.
- **Transferability:** If you wish to change service providers, we will transfer your personal data to the new organization in a digitally readable standard format. Art. 19
- **Objection to automated decision-making and profiling:** As we do not carry out this activity, this does not apply.
- **Objection to data processing:** This only applies if your data is used for direct marketing, but as we do not do this either, it does not apply.
- **Right to transparency:** You are informed about the content of this privacy statement via this link, as an attachment to every electronic contact and displayed visibly in our offices.

A copy can be provided on request.

10. Complaints:

If you do not agree with the way we handle your personal data, respect your rights or this privacy statement, please let us know first so that we can respond appropriately.

You can always lodge a complaint with the Data Protection Authority = DPA (formerly the Privacy Commission) via www.gegevensbeschermingsautoriteit.be at 1000 Brussels, Drukpersstraat 35, or by email to contact@apd-gba.be, or by telephone on +32 (0) 2 274 48 00.

11. VARIA:

This privacy statement shall take effect on 8 October 2025.

We reserve the right to amend this privacy statement at any time.