



## PRIVACY POLICY I4F

### 1. INTRODUCTION

I4F attaches great importance in safeguarding personal data. We have therefore set a policy that shows how I4F uses personal data in compliance with applicable laws and regulations.

Please visit our website for updates on any changes to this Privacy Policy.

### 2. DATA CONTROLLER AND SCOPE OF POLICY

This policy concerns I4F and all its affiliated companies including I4F Licensing NV, a Belgian company, having its registered office at Oude Watertorenstraat 25, 3930 Hamont-Achel, Belgium.

### 3. TYPE OF PERSONAL DATA WE COLLECT

“Personal data” is information that can be used, directly or indirectly, alone, or together with other information, to identify a person as an individual such as name, surname, addresses, e-mail addresses, phone number. For a professional contact, personal data might also include company name and a person’s position in the company.

### 4. HOW WE COLLECT PERSONAL DATA

We collect information both online and offline as well as through other sources such as websites, social media, contact with customers, consultants, licensees, partners, retailers, distributors, inventors, employees and during events. We may also process other data about you already available to us.

### 5. HOW DO WE USE PERSONAL DATA

We use the data we collect for the following purposes:

- Managing the ongoing business relationship with our licensees and partners
- Enhance your experience on I4F’s website
- Provide you with information tailored to your interests
- Communicate and respond to your requests
- To explore, develop and establish potential business relationships

### 6. PERSONAL DATA STORAGE

Personal Data is stored on servers located in the EU, which use technical and organizational security measures.

Personal data can also be stored via IT services through Google, Microsoft, Cloud, or other IT services. Please note that these providers may locate their servers outside the EU/EEA area and that I4F cannot take responsibility for these IT providers.

## 7. ACCESS TO YOUR PERSONAL DATA

Personal data is only processed by those who need to, such as persons within the company who work in the licensing, finance, marketing, or legal departments. Furthermore, personal data can be processed by other people at I4F that are in direct contact with you.

## 8. SHARING OF PERSONAL DATA

I4F will not transfer, sell, exchange, or otherwise disclose personal data collected to any third parties unless we have informed you about such a transfer, sale or exchange and you have granted your express consent. However, we may disclose personal data to any entity within the I4F group, as required by law or regulation and, when necessary, to I4F's processing suppliers, located in or outside the European Economic Area, who process personal data on I4F's behalf for the purposes described in section 5 above.

## 9. PROTECTING PERSONAL DATA

I4F is committed to safeguarding and protecting personal data and has taken the appropriate administrative, technical, and organizational measures to protect personal data from accidental, illegal or unauthorized destruction, manipulation and unauthorized access. We continually adapt our security measures in line with technological progress and developments.

## 10. DATA RETENTION AND ERASURE

Personal data will be retained for as long as necessary to fulfil the purpose for which it was collected, within the limits provided by applicable regulations and in full compliance with legal requirements.

## 11. YOUR RIGHTS REGARDING PERSONAL DATA

You have the right to verify, modify, update, or delete your personal data. You are also entitled to request copies of personal information that you have provided to us. You may exercise any of the rights described in this section by sending an e-mail to [alexandra@i4f.com](mailto:alexandra@i4f.com). Please note that we may ask you to verify your identity before taking further action on your request.

## 12. MODIFICATION OF PRIVACY POLICY

This privacy policy may be updated on a regular basis to reflect changes in our privacy practices. If significant changes are made, we will post a clear notice on our website Homepage.

## 13. CONTROLLER OF PERSONAL DATA

Alexandra Alves  
+32 (0) 470 85 78 02  
[alexandra@i4f.com](mailto:alexandra@i4f.com)

I4F Licensing NV  
Oude Watertorenstraat 25  
3930 Hamont-Achel  
Belgium