



Your ideal partner for customer acquisition

Privacy statement MCLS nv

Who is MCLS NV and what does MCLS NV do?

MCLS nv, hereinafter MCLS, is a full-service marketing agency specialising in supporting its clients in their search for new customers. MCLS is located in Belgium at Lintsesteenweg 69, 2500 Lier.

In carrying out its activities, MCLS is usually a Processor and sometimes a Controller. For Processor, see the section 'MCLS as Processor'.

MCLS is a Controller for its own data processing such as its own CRM system of its clients, prospects, newsletter subscribers and visitors to its website. In addition, MCLS processes personal data of its employees.

Controller or processor?

With this privacy statement, MCLS informs you how it processes personal data.	
MCLS does this in two ways:	
<i>MCLS as Controller</i>	<i>MCLS as Processor</i>
Personal data of clients, prospects, newsletter subscribers and visitors to its website as well as its employees are processed by MCLS for its own purposes. This privacy statement applies.	MCLS supports its clients in identifying and selecting target groups. Clients can also engage MCLS for address validation and/or 'address cleansing'. MCLS also maintains so-called blocking or stop lists for its principals. The personal data processed here belongs to the client. The privacy statement of the MCLS client applies to this work.

MCLS as Processor

If you have a question about the protection of personal data by MCLS, it is necessary to first establish whether MCLS is the Controller. Because questions can only be answered by MCLS in its capacity as the Controller. When it comes to questions to MCLS as a Processor, MCLS will refer you to the relevant Controller.

MCLS nv is a processor and not a file owner/controller. However, sometimes MCLS may be named as a source for an address and you would like to know how we got your address or you would like your address details to no longer be used by our client, please feel free to email us at data@mcls.eu. In your email, don't forget to include your name, address and phone number if applicable. We will ensure that you will no longer receive addressed mail from our client and that you will be informed in a timely manner.

MCLS nv • Lintsesteenweg 69 • 2500 Lier • Belgium
T +32 (0)3 658 38 83 • info@mcls.eu • www.mcls.eu

BTW BE 0432.115.697 RPR Mechelen



Bank details

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MCLS as Controller

In carrying out its activities, MCLS takes into account the GDPR (General Data Protection Regulation) and this privacy statement. This privacy statement applies to the processing of personal data obtained in writing or through the website or during face-to-face contact. We advise you to read this privacy statement carefully.

Use of personal data

If you use the website and services offered by MCLS nv, you may share personal data with us.

Types of data collected

When you use our services, we may collect the following data:

- Company name
- First and last name
- Address information
- Telephone number
- E-mail address
- Date of birth
- Navigation data, IP number and timestamp
- For employees HR data

Grounds for processing

- The processing is necessary for the protection of our legitimate interests. Our legitimate interests include being able to carry out the purposes below;
- The execution or confirmation of a contract entered into with you.
- Consent if necessary.

Processing purposes

- Relationship management
- Sending our newsletter and/or advertising folders by post
- Sending of our newsletter by e-mail is only done if you have given your consent
- Calling or emailing you if necessary to carry out our services
- Informing you about changes to our services and products
- Informing you about charities or commercial offers from our customers
- To conclude and execute agreements

Retention of personal data

We will retain your personal data for as long as necessary to fulfil the purposes of this Privacy Statement.

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Your rights

Right of access, rectification and erasure, restriction of processing, to object, right of data transfer, right of blocking

Anyone about whom MCLS processes personal data as a controller has the right to request access to their own personal data. Should data be factually incorrect, you can have this data corrected. You also have the right to data transfer, which allows you to transfer the data that MCLS processes on the basis of your consent or on the basis of an agreement to another Controller. If you wish to have your data at MCLS deleted in its entirety, this is possible from the moment there are no outstanding (financial) obligations.

You also have the right to block your data against further (commercial) use. Every MCLS newsletter contains a notice allowing you to unsubscribe from the newsletter. If you wish to block your data from any approach by MCLS, please send an e-mail to data@mcls.eu stating 'block data processing'.

Questions/handling service requests

MCLS has a complaints procedure and tries to deal with complaints within one month. If you are not satisfied with the response you receive, you can take your complaint to the relevant regulator. Questions and service requests can be sent to data@mcls.eu.

Sharing with others

Internal: employees to the extent they need your data in the performance of their duties.
Processors, service providers such as direct marketing agencies and data processing agencies, fulfilment partners to print and send letters. To ensure that data is still correct, we may also use third-party services to validate data.

Transfer of personal data

We do not transfer your personal data to countries outside the European Economic Area. Third parties who process your personal data on our behalf do so in accordance with our instructions. They are obliged to keep your personal data confidential and destroy it after use.

Analytics

Data you provide may be retained for statistical analysis, among others through Google Analytics and Piwik. These statistics are used to optimise the Services. This allows us to see how our visitors use the website and improve the website on that basis. Where possible, we will pseudonymise this data.

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Cookies

We want to be able to offer you relevant and personalised information in a user-friendly way. To this end, we use different types of cookies on our websites. For instance, we place cookies that are necessary for the site to function. Examples include the ability to respond, the operation of spam filters, video playback and caching to make the website faster. We also use analytical cookies that do not invade your privacy.

In general, cookies are stored for the duration of the (browser) session. In addition, your IP address may be stored in our web server's log files when you use our Services. This is necessary to properly manage and secure our Services. We do not use your IP address to track or record your online behaviour. Typically, we are unable to link your IP address to your name, address or other identifying information, except when you provide us with such information and continue to use the same IP address.

You can opt out of cookies by setting your internet browser to stop storing cookies. In addition, you can also delete any information previously stored via your browser settings.

Security

MCLS nv takes appropriate technical and organisational measures to secure your personal data. Processing agreements are concluded with all service providers who process personal data on our behalf, so that they too work in full compliance with the AVG

Among others, we have taken the following technical and organisational measures:

- Secure premises
- Logical access control, use of passwords and possibly second factor;
- Encryption of computers and data
- Use of Virtual Private Servers (VPN) accessible with the SSH key;
- Transfers only over SSL;
- Control of recognised authorisations.

Update Privacystatement

This Privacy Statement may be amended, if necessary. We therefore recommend that you consult this policy regularly. This Privacy Policy was last updated on: 3 January 2023.

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