



## PRIVACY STATEMENT OF BIG GREEN EGG

Version 21 June 2021

### INTRODUCTION

This privacy statement relates to all the personal customer details collected and/or used by Big Green Egg Europe B.V., located in (2678 LH) De Lier at Jan van de Laarweg 80 (hereinafter referred to as: "BGEE"), such as when you visit our website [www.biggreenegg.eu](http://www.biggreenegg.eu) and social media pages, complete the contact form on our website, register for our newsletter, our App or our community, or register your EGG, etc.

In this privacy statement, we explain how we process your personal data and what your rights are, among other things.

This document contains the following information:

1. Why do we collect and use your personal data?
2. Which personal data do we collect and use?
3. How do we collect your personal data?
4. With whom do we share your personal data?
5. How do we ensure that your personal data is secure?
6. What are your rights?
7. Amendments
8. Contact

### 1. Why do we collect and use your personal data?

We ask you to share your personal data with us for the following purposes, among others:

- maintain contact with our customers, including responding to your questions and requests;
- register your EGG;
- provide you with information about BGEE and its products;
- enable you to participate in our Big Green Egg app and to visit our channels/pages on social media;
- store your preferences for any future interaction with and communication from BGEE;
- send personal messages that are geared to your personal interests, based on information you have shared with us and the information we collected through your use of our website and social media via cookies or similar technologies.

If you are a dealer, we will ask you to provide us with personal data for the following purposes, among others:

- display your details on our website;
- facilitate customer relationships and contact;
- improve communication;



- respond to questions and/or requests, as well as provide information on BGEE and its products;

We will, in general, only process your personal data for the purposes listed here. If we use your data for other (closely related) objectives, we will build in additional data protection measures where required by law.

## **2. Which personal data do we collect and use?**

During your interactions with BGEE, for example when you complete the contact form on our website, when signing up for our newsletter, when registering your EGG or when visiting our social media pages (on Facebook, for example), we could ask you for specific data or collect this, such as:

- your first and surname;
- your company;
- your gender;
- your address;
- your e-mail address;
- your EGG model;
- your preferred language;
- the name and address of the shop/dealer where you bought your product(s) and the date of purchase;
- the name, address, website, e-mail address and telephone number of your point of sale;
- your interests;
- information on the use of your EGG;
- other data relating to your online activities;
- whether you wish to receive the newsletter and if you agree to the BGEE warranty terms and conditions.

Depending on the preferences you have set on various social media pages, certain personal details could be shared with BGEE; related to your online activities, for example, and your social media profiles (such as your interests, civil status, gender, username, photo, comments you have posted, etc.).

In addition to this, we may collect your personal data via cookies or similar technologies (see also below).

## **3. How do we collect your personal data?**

### Contact form

We would like to enable you to contact us to ask questions and/or make comments. This is



possible via the contact form on our website. In order to adequately respond to your questions and/or comments, we will ask you for some personal data via the contact form. If you do not enter this personal data on the contact form, we cannot respond to your questions and/or comments.

#### Newsletter

We would like to keep you informed of news, fun events, campaigns and new products. We do so via the Big Green Egg newsletter. You can subscribe to our newsletter via our website. In order to be able to send you our newsletter, we ask that you provide certain personal data. If you do not provide this personal data, we cannot send you our newsletter.

#### Product registration

If you wish to make use of the BGEE warranty, you must register your EGG. You can do so via the product registration form on our website. In order to apply the warranty correctly and be able to contact you to discuss it, we ask that you provide certain personal data when completing the product registration form. If you do not enter this personal data, you cannot take advantage of the BGEE warranty.

#### Registering for the Big Green Egg app

We would like to acquaint you with other users of our products and inspire you with culinary options, keep you informed of the latest news, and give you tips on getting even more out of your EGG. For this reason, we would like to offer you the opportunity to download the Big Green Egg app via the Google Play Store or App Store and to register. As part of the registration process, we ask that you enter certain personal data. If you do not enter this personal data, you will also not be able to gain access to the Big Green Egg app.

#### Social Media

We offer our target group interesting content via social media, enabling them to remain involved in our company and our products. When you visit these social media pages, you must be familiar with the resources these sites offer to set your preferences in relation to the sharing of your personal data via your social media profiles. We are bound by the privacy policies maintained by the social media networks. Depending on the preferences you have set on your social media pages, it may transpire that certain personal data is shared between the social media pages and BGEE.

#### Cookies

##### *More information on cookies*

BGEE strives to make your online experience and interaction with our websites as informative and relevant as possible. In order to achieve this, we use cookies or similar technologies. We feel that it is important for you to know which cookies our website uses and for what purposes. On the one hand, this will contribute to the protection of your privacy, while on the other it will ensure that our website remains as user-friendly as possible.

##### *What are cookies?*



Cookies are small text files that are stored on your end equipment (i.e. a computer or mobile device) when visiting certain websites. BGEE may use similar technologies, such as pixels, web beacons, etc. For the purpose of consistency, all these technologies are hereafter referred to as 'cookies'.

#### *Why are cookies used?*

Cookies can be used for various purposes. Cookies could be required to make the website function properly. Without cookies, for example, it would be difficult to remember that you are registered with a website or which products you have placed in your shopping trolley. These cookies are called functional cookies.

Cookies can also be used to analyse the use of a website, record the number of visitors or to find out how the website could be improved. We will not link the website statistics and other reports to the individual users. These cookies are called analytical cookies.

In addition, cookies are used for social media to enable their integration into the website. This makes it possible to immediately like or share a page or product on your favourite social media platform.

A fourth important application of cookies is online advertising. This allows for personalised ads that could be relevant or of interest to you, both in and outside our website. This is done with the aid of cookies for (targeted) advertising.

#### *Managing or disabling cookies in your browser*

You can manage your cookie settings in your browser. If you simply disable all cookies or all our cookies in your browser settings, certain parts or functions of our website(s) may not work anymore, as we can no longer use the cookies that are required for the proper operation of the website. You can find more information on disabling cookies or managing your browser's cookie settings below:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Internet Explorer: <http://windows.microsoft.com/en-GB/windows-vista/Block-or-allow-cookies>
- Safari: <http://help.apple.com/safari/mac/8.0/#/sfri11471>

#### **4. With whom do we share your personal data?**

In general, we will not share your personal data with parties outside the European Economic Area ("EEA"). We can, however, share your information with affiliated businesses within the EEA. In addition, it is possible that cookies may be placed by third parties.

While we do share your personal data with ICT service providers, we only do so in



accordance with the applicable legislation. We will only grant such service providers access to your personal data after we have concluded processor agreements with them, in which we (among other things) impose a confidentiality obligation and compel them to only process your personal data on our instructions.

In addition, we will only allow third parties access to your personal data if we deem this necessary on the basis of applicable legislation or on the basis of a legal request thereto.

## **5. How do we secure your personal data?**

We have taken appropriate technical and organisational security measures to protect your personal data against loss, misuse and unauthorised access by third parties. In addition, we compel all our ICT providers who have access to your personal data to also take similar and appropriate technical and organisational security measures.

## **6. What are your rights?**

You can use the contact information at the bottom of the privacy statement to contact us, if you:

- wish to know whether and which personal data we process;
- wish to correct your personal data;
- wish to delete your personal data;
- wish to limit the processing of your personal data;
- wish to object against the processing of your personal data;
- want us to transfer your personal data to you or to another organisation.

We are entitled to request additional information from you in order to establish your identity. We will inform you in due time of the measures we have taken and, in any case, within one month after we have received your request. If necessary, this period could be extended by another two months, also due to the complexity or the number of requests. We will inform you of such a term extension within one month of the receipt of your request. We shall also explain the reasons for this extension.

You have the right, at any time, to file a complaint with the supervisory authority.

## **7. Amendments**

Our products and services are subject to continuous development. For this reason, we reserve the right to amend or supplement this privacy statement from time to time and to post any amended versions on our websites.

We will place a prominent notification on our privacy statement page to inform you of important amendments in this privacy statement. In addition, at the top of this notification we will state when the statement was last revised. We recommend that you read the latest version on a regular basis.

The new privacy statement comes into effect once it has been posted. If you disagree with



the amended statement, you must alter your preferences or consider no longer using our web pages. If you continue to make use of or open our services after these amendments have come into effect, you will be deemed to have agreed to the amended privacy statement.

## **8. Contact**

You can contact us via [service@biggreenegg.eu](mailto:service@biggreenegg.eu).

**The Evergreen. Since '74**