

PRIVACY POLICY

SENSE for TASTE CVBA (“SFT”) is committed to protecting the privacy of its users (the “User”). This privacy policy informs the User about our online collection and use of data. The terms of this policy apply to all SFT websites, unless different terms are specified in a form or contract provided to the user. By using this website, you understand and agree to the terms of this policy. This website is owned by Sense for Taste and may be accessed in Belgium and abroad.

For data protection purposes, SFT is the controller and, unless otherwise noted, is also the processor of data in accordance with the Belgian Act of 8 December 1992 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and with Directive 95/46/EC. Information collected may be retained, and may be stored, processed, accessed, and used in jurisdictions whose privacy laws may be different and less protective than those of your home jurisdiction.

SFT can be contacted by emailing sales@foodpairing.com , or by phone at +32 50 36 75 00 or by mail to Foodpairing, Nijverheidsstraat 7, 8310 Brugge

COLLECTION OF YOUR PERSONAL INFORMATION

When you visit this site, certain kinds of information, such as the website that referred you to us, your IP address, browser type and language, and access times, may be collected automatically as part of the site’s operation. SFT may also collect navigational information, including information about the pages you view, the links you click, and other actions taken in connection with the site.

Upon login, SFT may match the User’s visit and navigational information with personal information that has been voluntarily provided to SFT. The User may, at all times, choose not to provide personal information, but if he so chooses, certain products and services may not be available. Personal information (e.g., username and password, name, mailing address, email address, and credit card number and billing address) is collected when the User creates an account.

Demographic information (e.g., age, hobbies, income, gender, or interests) may also be collected and may be linked to your personal information. Such information shall only be collected with the User’s consent.

USE OF PERSONAL INFORMATION

SFT collects and uses its Users’ personal information to operate and improve its sites, to process transactions, to provide customer service, to perform research and analysis aimed at improving our products, services and technologies, and to display content that is customized to the User’s interests and preferences.

SFT also uses personal information to communicate with the User. SFT may send transaction-related communications such as welcome letters, billing reminders, and purchase confirmations. SFT may also send surveys or marketing communications to inform the User of new products or services or other information that may be of interest. If the User does not wish to receive marketing communications, “unsubscribe” instructions included within each email communication. Please keep in mind that, if you choose not to receive marketing communications, you will continue to receive transactional or account communications (e.g., confirmation emails and account balance statements).

Personal information collected by SFT may be stored and processed in Belgium or any other country in which SFT or its affiliates, subsidiaries, contractors or agents maintain facilities, and by using our sites or services, you consent to any such transfer of information outside of your country. SFT abides by the safe harbor framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of data from the European Union. If you would like to exercise any of your data protection rights (including the right to have your personal information deleted), please contact us using the “Contact Information” below.

SHARING OF YOUR PERSONAL INFORMATION

Except as disclosed in this Privacy Policy, SFT does not divulge or share personal information of its Users with third parties. SFT may however share personal information within its corporate group, including subsidiaries and divisions, all of whom may use Users’ information for the purposes disclosed herein.

We may share personal information with service providers who perform services on our behalf. For example, we may hire other companies to handle the processing of payments, to provide data storage, to host websites, to fulfill orders and shipments, to assist in direct marketing, to conduct audits, etc. Those companies will be permitted to obtain only the personal information they need to provide the service. They are required to maintain the

confidentiality of the information and are prohibited from using it for any other purpose and from disclosing this information to other parties.

SFT reserves the right to disclose personal information if required to do so by law, or in the good-faith belief that such action is reasonably necessary to comply with legal process, respond to claims, or protect the rights, property or safety of our company, employees, customers, or the public.

ACCESSING YOUR PERSONAL INFORMATION

SFT draws attention to the fact that Users have the right to access and restrict their data and, where appropriate, request rectification of any erroneous data relating to them. Users may furthermore, at any moment, object by means of a simple request and free of charge, to the future processing of personal data relating to the User for the purpose of direct marketing. Users wishing to access or correct information that was previously provided to SFT can access and correct this information through the “My Account” section of the website. In case of difficulties, users may contact SFT by e-mail at legal@foodpairing.com to access or correct their personal information.

PERSONAL INFORMATION PREFERENCES

SFT respects your right to make choices about the use and disclosure of your personal information. If at any time the User decides that he do not want to receive marketing communications from SFT, he requested to inform SFT thereof by:

- (1) checking or unchecking the appropriate box on your online registration form or the “My Account” page of the website;
- (2) sending an e-mail to legal@foodpairing.com, mentioning “privacy” in the subject line.

Users opting out of marketing communications will continue to receive transactional or account communications (e.g., confirmation emails and account balance statements).

USE OF COOKIES AND OTHER TECHNOLOGIES

SFT may collect non-personally identifiable information passively using “cookies” and “action tags”. “Cookies” are small text files that are placed on your computer in order to identify your web browser and the activities of your computer on our website and other websites. We may use Cookies to allow us to statistically monitor how you are using our website to help us improve our online offerings, or to determine the popularity of certain content. Although most browsers are initially set to accept cookies, you may reset your browser to notify you when you receive a cookie or to reject cookies generally. Most browsers offer instructions on how to do so in the “Help” section of the toolbar. Please be aware that if you decline the use of cookies you will be unable to use the some sections of the websites.

“Action tags,” also known as web beacons or gif tags, are a web technology used to help track website usage information, such as how many times a specific page has been viewed. Action tags are invisible to Users, and any portion of the website, including advertisements, or email sent on SFT’s behalf, may contain action tags. SFT may select and use from time to time different third parties to track website usage through action tags on its websites.

By using cookies and action tags, SFT is able to gain valuable information to improve its websites and online offerings and measure the effectiveness of advertising and marketing campaigns. Advertisers and other third parties may also use their own cookies or action tags when you click on their advertisement or link to their website or service, on or from SFT websites. This Privacy Policy does not govern the use of cookies or action tags by such third-party websites or providers of third-party advertising.

SECURITY OF YOUR PERSONAL INFORMATION

The security of User’s personal information is important to SFT. SFT follows generally accepted industry standards to help protect personal information. However, no method of transmission over the internet, or method of electronic storage, is 100% secure. Therefore, while SFT strives to protect personal information to the utmost extent, SFT cannot guarantee its absolute security. It is the User’s responsibility to keep his login information and password confidential.

CHILDREN

SFT does not solicit or collect personal information from anyone under the age of 18. Users under 18 years of age should not use or enter information on this site or SFT’s services.

LINKS

SFT may link to websites, including those of third-party content providers, that have different privacy policies and practices from those disclosed here. SFT assumes no responsibility for the policies or practices of such linked sites, and encourage Users to become acquainted with them prior to use.

CHANGES TO THIS PRIVACY POLICY

SFT reserves the right to change the terms of this privacy policy at any time. When SFT makes changes, the “last updated” date at the top of the policy. If there are material changes to this statement or in how SFT will use your personal information, we will notify you by prominently posting a notice of such changes here or on our home page, or by sending you an email. We encourage you to review this policy whenever you visit one of our sites.