

## WEBSITE PRIVACY STATEMENT

### **This website is administered by Minkels**

When you visit this website Minkels may collect personal data about you, either directly (where you are asked to provide the data) or indirectly. Minkels will, however, only use these personal data in accordance with the purposes set forth in this Privacy Statement and is committed to safeguarding the personal information collected. This statement sets out the purposes of Minkels data processing in respect of this web site, the use of cookies and how to affect your rights in respect of your personal data.

### **Purposes of processing**

Minkels collects and processes information about customers and visitors to its website to conduct its business, to inform and make available products and services that may be of interest to you and for the development of web statistics. The information you provide will be used to contact you when necessary, e.g. to notify you about functionality changes to the website and to offer services that you may find helpful (provided you have not opted out to receive such services).

### **Sensitive data**

Minkels does not seek to collect sensitive personal data (such as data revealing political opinions, religious beliefs or data concerning health or sex life) through this site. If Minkels does seek to collect such data, your prior consent hereto will be asked. Please note that, by providing Minkels with unsolicited sensitive personal data you consent to our using those data as described above.

### **Cookies**

Minkels may gather and analyse information regarding usage of this website, including domain name, the number of hits, the pages visited, previous/subsequent sites visited and length of user session. This information may be gathered by using a cookie. A cookie is a small text file placed on your hard drive by our web page server. You can choose whether or not to use a cookie by altering the settings of your browser. Minkels uses cookies for analytics and tracking purposes. This enables us to learn how to make our website better, more relevant and more enjoyable – for you and for other visitors.

We use the following tools:

- Google Analytics & Google Tag Manager: We use these tools to analyse web statistics to optimise search engine optimisation (SEO) and other marketing purposes.
- Smartlook: With this tool we record all visitor movements on our website. We can see what visitors click with their mouse, what they filled into a form field, where they spend most of their time, and how they browse through each page. It points out any user experience problems and this information can help us to improve our website

### **Third party sites**

Please note that this Privacy Statement does not extend to third party sites linked to this website.

### **How to contact Minkels**

If you have any questions about this Privacy Statement or our data processing activities, you can contact us via: [marcom@minkels.com](mailto:marcom@minkels.com) or via regular mail:

Minkels  
Eisenhowerweg 12  
5466 AC Veghel  
The Netherlands

### **Amendments**

Minkels reserves the right to modify sections of this Privacy Statement at any time. Please check this statement from time to time for any changes.