

## Information about the processing of personal data

When using the website [www.Blindmeters.com](http://www.Blindmeters.com) (hereinafter referred to as the "Website") data is collected about your use of the website; only data useful for the functioning of the website and for statistics is processed.

### 1. Who processes your data?

Your data will be processed by Ouders van Verongelukte Kinderen - SAVE asbl, a non-profit organization under Belgian law, with registered office at Haachtsesteenweg 1405, 1130 Brussels, registered in the Belgian Crossroads Bank for Enterprises under no. 0454.591.587, and with the following e-mail address: [koen.vanwonterghem@ovk.be](mailto:koen.vanwonterghem@ovk.be).

### 2. What data do we process, on which legal basis and how long do we keep this data ?

DATA	LEGAL BASIS	RETENTION PERIOD
Selected language	Your consent: this will only be activated if you accept the placing of cookies (Article 6.1 a) GDPR).	Duration of the cookie: 12 months
Acceptance of cookies	Your consent (article 6.1.a) GDPR): if you agree with the use of cookies, we will keep proof of your consent.	Duration of the cookie: 12 months
Actual location (if you allow this) or specified (fictitious) location.	This is necessary for the use of the website (article 6.1.b) GDPR).  Your actual location will only be used if you allow this.	Session
Text entered	This is necessary for the use of the website (article 6.1.b) GDPR).  This also allows you to publish the text on Facebook or Twitter.	Session
Number of characters entered	This allows us to generate statistics. This is necessary to pursue our legitimate interests (Article 6.1.f GDPR) and more	Session  That information is also kept under the form of statistics for

	specifically to perform studies about driving behaviour and safety	a duration of 26 months.
Results of the use of the Website (number of meters driven while typing)	<p>This is necessary for the use of the website (article 6.1.b) GDPR).</p> <p>We also use this data to generate statistics: this is necessary for the purposes of our legitimate interests (Article 6.1.f GDPR) and more specifically for studies about driving behaviour and safety.</p>	<p>Session</p> <p>After the session, the results are kept in the form of statistics, for a period of 26 months.</p>
General information about the device used, browser, network information, app marketplace information, crash information, speed of the website.	We use this data anonymously for statistical purposes: it is necessary for the purpose of our legitimate interests (Article 6.1.f) GDPR), in particular to generate statistics on the use of our website, to ensure the proper functioning of the website, to make improvements to the website, to repair bugs and to guarantee the security of the website.	The data is stored in the form of statistics for a period of 26 months.
Information about your use of the Website: website that referred to our website, duration of use of our website, number of times you use our website, behavior during the session (which pages were visited, etc.), anonymized IP address.	This is necessary for the purpose of our legitimate interests (article 6.1.f) GDPR), in order to make statistics about the use of our website. Please note that your IP address is anonymized by Google Analytics before being processed.	The data is stored in the form of statistics during 26 months.
Information about the efficiency of our website and the campaign around it and more specifically: - if you share your use of the	This is necessary for the purpose of our legitimate interests (article 6.1.f), specifically to measure the efficiency of our campaign.	2 years

<p>website with third parties, on Facebook or other social media, and the number of times the campaign is shared;</p> <ul style="list-style-type: none"> <li>- Whether you visit our website after having seen our promotional movie on Facebook or Youtube ;</li> <li>- Whether you visit our website after having seen messages about our website on Facebook</li> </ul>		
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### 3. Processors

For the processing of your personal data we sometimes call upon third parties (for example the company that manages the Website, hosting companies for hosting the data and companies generating statistics on the use of our website).

In so far as your data is forwarded to countries outside the European Union that do not provide an adequate level of protection for your data, we have ensured that the companies to which your data is forwarded offer an adequate level of protection. More specifically, we either have "Standard Contractual Clauses "(SCC) with them, or they are certified under the "Privacy Shield" programme with the United States of America. More information about these measures can be obtained by sending an e-mail to [koen.vanwonderghem@ovk.be](mailto:koen.vanwonderghem@ovk.be) .

### 4. Transfer to third parties

Your data will not be passed to third parties, unless:

- (i) You use the "share" buttons of the website; in that case several data will be shared with Facebook, and in particular the data needed to share the result of your use of the website
- (ii) If you agree to the placing of cookies; in that case some data will be shared with Facebook, and more specifically : information about your account on the relevant social media, and information on your use of the website (e.g. if you have not yet typed a text in the website, in order to be able to send you a targeted advertisement about the website).

### 5. Your rights to your personal data

You have the right to access and correct your personal data as well as the right to object free of charge to its use for direct marketing purposes. You also have the right, in certain circumstances, to oppose the processing of your personal data or to request the deletion and erasure of your personal data; you also have the right to request a limitation of processing, as well as the right to the transfer of your data, as provided for in articles 15 to 20 of the GDPR.

Please be aware that some personal data may be excluded from the right of access, rectification, deletion or erasure in accordance with applicable law.

If our processing of personal data is based on your consent, you have the right to withdraw this consent at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

To withdraw your consent, you are requested to send us an e-mail at: [koen.vanwonderghem@ovk.be](mailto:koen.vanwonderghem@ovk.be).

## 6. Cookies

Our website uses cookies if you have agreed to this.

The cookies we use are the following:

Name cookie	Function of the cookie - information collected	Duration of the cookie
_ga	Used by Google Analytics for a unique identification code to generate statistics about how visitors use the Website.	2 years
_gid	Used by Google Analytics for a unique identification code to generate statistics about how visitors use the Website.	24 hours
_gat	Used by Google Analytics to manage search traffic.	1 minute
GDPR cookie policy- accepted	If you agree with the use of cookies, we will keep proof of your consent.	12 months

Blindmeters_Language	If you agree with the use of cookies, we will save your language choice so that you do not have to select it again on the next website visit.	12 months
Act	If you agree to the use of cookies, Facebook pixel: timestamp and counter of user actions	session
C_user	If you agree to the use of cookies, Facebook pixel: user ID	90 days
Datr	If you agree to the use of cookies, Facebook pixel: Browser identification and time stamp	2 years
Dpr	If you agree to the use of cookies, Facebook pixel: used by Facebook for performance	session
Fr	If you agree with the use of cookies, Facebook pixel: Facebook's primary advertising cookie, used to deliver, measure, and improve the relevancy of ads	90 days
PI	If you agree to the use of cookies, Facebook pixel: Y / N	90 days
Presence	If you agree to the use of cookies, Facebook pixel: chat state	session

S	If you agree to the use of cookies, Facebook pixel: digital signature and timestamp	90 days
Spin	If you agree to the use of cookies, Facebook pixel: used for advertising purposes	
Wd	If you agree to the use of cookies, Facebook pixel: dimensions of the window of the browser	session
Xs	If you agree to the use of cookies, Facebook pixel: Session ID, creation time, verification value, secured session status, cache group ID	90 days

If you wish to withdraw your consent to the use of cookies, this is best done by deleting the cookies (list above) that we have placed on your computer. You can do this in the security settings in your browser. You will then see a new request to place your cookies the next time you visit our website: you may respond negatively and continue to use the website.

## 7. Complaints

If you are not satisfied with our processing of personal data and if you believe that contact with us will not solve the problem, then the legislation offers you the right to lodge a complaint with the competent supervisory authority ([www.https://www.gegevensbeschermingsautoriteit.be/](https://www.gegevensbeschermingsautoriteit.be/)).