

Wellesthetic Privacy Policy for Wellesthetic.nl

Introduction

Welcome to Wellesthetic.nl, an e-commerce platform of MJ Verheij Holding B.V., also operating under the trade name Wellesthetic, located at Prinsengracht 382H, 1016JA in Amsterdam, registered in the Trade Register under Chamber of Commerce number 34182675. This Privacy Policy details our practices regarding the collection, use, protection, and sharing of your personal data. By using our services, you consent to the data practices described in this policy.

Data Controller

The data controller responsible for your personal information is Wellesthetic MJ Verheij Holding B.V., located at Prinsengracht 382H, 1016JA, Amsterdam, Netherlands. If you have any questions or concerns about how we handle your personal data, or if you need to exercise any of your rights, please do not hesitate to contact our Data Protection Officer via email at sales@wellesthetic.nl.

Purpose of Data Processing

We process personal data for several specific purposes, which are critical to providing you with our services and enhancing your experience on our website:

To Fulfill Your Orders: We use your information to manage transactions such as processing payments, shipping products, and providing invoices and/or order confirmations.

To Provide Customer Support: Your data helps us to respond effectively to your service requests, support needs, and inquiries.

To Communicate Offers and Updates: With your consent, we send you personalized marketing communications and inform you about our new products, special offers, and news. You can opt out of receiving these communications at any time.

To Personalize and Improve Your Website Experience: We analyze your browsing and purchasing behavior to make our website more intuitive and your shopping experience more personalized.

To Ensure Website Security: We process your data as part of our efforts to keep our website safe and secure, which includes fraud monitoring and prevention.

To Comply with Legal Obligations: We may process your data when complying with legal obligations, such as regulatory requirements, responding to legal requests, enforcing our terms and conditions, and protecting our rights.

Data Collected:

We collect various types of information to provide and improve our services to you. Here are the main categories of data we collect:

Personal Identification Information: This includes data you provide directly when you register on our site, place an order, or interact with our services. Examples of such data include your name, email address, telephone number, and any other contact details you might provide.

Website Usage Data: We collect information on how you access and use our website, primarily through cookies. This data includes but is not limited to your IP address, browser type, the pages of our website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

Transactional Data: When you make purchases from Wellesthetic.nl, we collect information about the transactions, including purchase details, delivery details, and payment information.

Marketing and Communications Data: This includes your preferences in receiving marketing from us and your communication preferences.

This information helps us not only to fulfill your orders but also to understand your preferences and enhance your user experience.

How Do We Collect Your Data?

We collect your personal data in various ways, each tailored to ensuring you receive the best experience and services from us:

Direct Interactions: You may provide us with your personal data when you:

- Register for an account or purchase products on our website.
- Contact us directly via email for support or with questions.
- Voluntarily complete customer surveys or provide feedback on our message boards or directly on our website.

Automated Technologies or Interactions: As you interact with our website, we automatically collect data about your equipment, browsing actions, and patterns. We collect this data using cookies and similar technologies. This information helps us to improve our website and deliver a more personalized service for you.

Third Parties or Publicly Available Sources: We may receive personal data about you from various third parties and public sources such as:

- Analytics providers like Google based outside the EU.
- Advertising networks.
- Search information providers.
- Social media interactions if you choose to use your social media credentials to log into our website.

Legal Basis for Processing Your Data:

Consent: We process your data based on the consent you explicitly provide when you opt-in for specific services.

Contractual Necessities: We process data necessary to fulfill a contract with you (e.g., when you make a purchase).

Legal Obligations: We may process data to comply with a legal obligation (e.g., keeping records for tax purposes).

Legitimate Interests: We use data to conduct and manage our business to provide you the best service/product and secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests.

User Rights

The Right to Access: You have the right to request copies of your personal data that we hold.

The Right to Rectification: If you believe that any information we have on file is incorrect or incomplete, you have the right to request that we correct this information.

The Right to Erasure (Right to be Forgotten): You can ask us to erase your personal data from our systems, provided there are no legal reasons for us to retain it.

The Right to Restrict Processing: You have the right to request that we restrict the processing of your personal data under certain conditions.

The Right to Data Portability: You have the right to request that we transfer the data we have collected to another organization, or directly to you, under certain conditions.

The Right to Object: You have the right to object to our processing of your personal data under certain conditions.

The Right to Withdraw Consent: If you have given consent to the processing of your data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

For questions or to exercise your rights, contact us at e-mail: sales@wellesthetic.nl

Data Retention

We retain personal data only for as long as necessary to fulfill the specific purposes outlined in this policy, unless a longer retention period is required or permitted by law. Here are the criteria we use to determine data retention periods:

Transactional and Contractual Data: We keep data related to purchases and contracts for the duration of the contractual relationship and as long as necessary for post-contractual obligations or warranty periods. Financial transactions and related information are retained for a minimum of seven years to comply with tax and accounting legal requirements.

Account Information: If you create an account on Wellesthetic.nl, we maintain your account information for as long as your account is active and for a reasonable period thereafter in case you decide to reactivate the services. We also retain some of your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Marketing Information: For users who have agreed to marketing communications, we retain personal data as long as the user remains subscribed to our marketing lists or until they opt-out or request deletion. Users can unsubscribe at any time using the link provided in our communications.

Survey and Feedback Data: Data collected from surveys and feedback forms is retained for a period necessary to analyze the data and implement suitable changes to our services, typically not longer than two years.

When personal data is no longer needed, it is either securely deleted or anonymized. If you wish to learn more about specific retention periods for various types of data, or if you have questions about our data retention practices, please contact our Data Protection Officer at sales@wellesthetic.nl.

Cookies Policy

We use cookies to enhance and personalize your experience on our website. Cookies are small data files stored on your device.

You can manage your cookie preferences through your browser settings. Here are the types of cookies we use:

- *Strictly Necessary Cookies:* These are essential for the website's basic functions and are set automatically.
- *Performance Cookies:* These help us understand how visitors interact with the website by collecting information anonymously.
- *Targeting Cookies:* These cookies are used to track visitors across websites to display advertisements that are more relevant to the individual user.
- *Functional Cookies:* These remember your preferences and choices you make, such as language or region.

To manage cookies, visit the settings page of your web browser.

Strictly Necessary cookies:

Cookie key	Domain	Path	Cookie type	Expiration	Description
ssr-caching	www.wellesthetic.nl	/	First-party	13 seconds	Indicates how a site was rendered
hs	.www.wellesthetic.nl	/	First-party	Session	Used for security reasons
XSRF-TOKEN	.www.wellesthetic.nl	/	First-party	Session	This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks.
XSRF-TOKEN	.panorama.wixapps.net	/	Third-party	Session	This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks.

XSRF-TOKEN	.ecom.wixapps.net	/	Third-party	Session	This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks.
------------	-------------------	---	-------------	---------	---

Targeting cookies:

Cookie key	Domain	Path	Cookie type	Expiration	Description
svSession	.www.wellesthetic.nl	/	First-party	1 year 1 month	Identifies unique visitors and tracks a visitor's sessions on a site

Third-party Links

Our website, Wellesthetic.nl, may contain links to external websites not operated by us. Please be aware that we provide these links for your convenience and information. However, we do not control these external websites and are not responsible for their content or their privacy practices.

When you click on one of these links, you will be directed to that third party's website. We strongly advise you to review the Privacy Policy of every site you visit. Our Privacy Policy does not extend to these external sites, and we cannot guarantee the safety and privacy of the information you provide to these third parties. Such interactions are governed by the privacy policies of the third-party websites.

Automated Decisions and Profiling: We use automated decision-making and profiling to enhance your shopping experience by personalizing the advertising and content you see based on your activities and preferences on our site. This includes sending you marketing communications tailored to your interests. You have the right to object to this form of processing, and if you wish to do so, please contact us at sales@wellesthetic.nl.

Updates to This Policy

This Privacy Policy is reviewed regularly to ensure that it remains up-to-date with regulatory requirements and reflects any changes in our data handling practices. The latest update was made on May 9, 2024. We will notify users of any significant changes through our website or through direct communication where practical. You can access the current version of our Privacy Policy at any time on the Wellesthetic.nl website.

Contacting Us

If you have any questions about this Privacy Policy, our data practices, or if you wish to exercise your privacy rights, please contact us at: Email: sales@wellesthetic.nl

We are committed to resolving any concerns regarding your privacy and our data collection practices.

Complaints

If you believe that your data has not been handled correctly, or if you are dissatisfied with our response to any requests you have made regarding the use of your personal data, you have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens). You can contact them using the details below:

Website: <https://autoriteitpersoonsgegevens.nl>

Email: info@autoriteitpersoonsgegevens.nl

Address: Bezuidenhoutseweg 30, 2594 AV The Hague, Netherlands

We encourage you to contact us first so we can address your concerns directly.