

PRIVACY STATEMENT MAVRO BV

Mavro B.V., located at Heksekamp 1, 5301 LX Zaltbommel, is responsible for the processing of personal data as reflected in this Privacy Statement.

Visiting our website implies your explicit approval (by means of communication of your personal data or opt-in for the newsletter) of the Privacy Statement and thus of the way in which we collect, use and process your personal data. General visit data is kept on our website, including your computer's IP address and the time of retrieval and data sent by your browser. This data is used for analyses of visiting and clicking behaviour on the website. We use this information to improve the functioning of the website. This data is anonymised as much as possible and is not provided to third parties. We use Google Analytics to track how users use the website and how effective our Adwords ads are on Google search result pages.

The information thus obtained, including the address of your computer (IP address), is transferred to and stored by Google on servers in the United States. Please read Google's privacy policy for more information.

Google uses this information to track how our website is used, to provide reports on the Website to us and to offer its advertisers information on the effectiveness of their campaigns. Google may provide this information to third parties if Google is legally required to do so, or insofar as these third parties process the information on Google's behalf. We have no influence on this. We have not given Google permission to use Analytics information obtained through us for other Google services.

Types of personal data

Mavro kan de volgende persoonsgegevens verzamelen en verwerken:

- Name
- First name
- E-mail address
- Telephone number
- Country
- Customer number
- Gender

MAVRO INTERNATIONAL BV



- Social media data
- Company name
- Company address
- Billing address
- Geographical location data
- IP address
- Function

This personal data is collected at or in the context of:

- Visiting the Website
- A collaboration with Mavro
- Creating a (demo) account
- Requesting a quotation, information or demonstration
- Subscribing to the newsletter
- The use that you make of the services of Mavro
- The verification of your identity by

Mavro may use your personal data for the following purposes:

- The performance of an agreement with Mavro
- Answering questions
- Optimising the quality, management and content of the website
- Sending newsletters
- Statistical purposes
- Providing good customer service and after-sales service
- Conducting customer satisfaction surveys, surveys and other market research
- Sending invoices and collecting payments

Processing takes place on the following legal grounds, as appropriate:

- U You have consented to the processing of your personal data for one or more specific purposes
- The processing is necessary for the performance of the agreement with Mavro
- The processing is necessary to comply with a legal obligation incumbent on Mavro
- The processing is necessary for the performance of a task carried out in the public interest

Disclosure of personal data

Mavro will not disclose your personal data to third parties, unless it is necessary in the context of the performance of the agreement. In this context, your personal data may be disclosed to software suppliers, cloud partners, transport partners, data centre, service providers and financial institutions. If it is necessary for Mavro to disclose your personal data to third parties in this context, the relevant third party is obliged to use your personal data in accordance with the provisions of this



Privacy Statement. Mavro may also have to disclose personal data to the competent authorities which we are obliged to do by law or in the context of judicial or prospective legal proceedings and in order to safeguard and defend our rights. In all other cases, we will not sell, rent or transfer your personal data to third parties unless you give your consent and a data processing agreement has been concluded with the third party in question, which contains the necessary guarantees regarding confidentiality and privacy-compliant treatment of your personal data.

Storage of personal data

Unless a longer retention period is required or justified by law or by compliance with another legal obligation, we will retain your personal data only for the period necessary to achieve and fulfil the purposes described in this Privacy Statement.

In the context of processing your personal data, you have the following privacy rights:

- ▷ Right to access your personal data
- ▷ Right to rectification, completion or update of your personal data
- ▷ Right to delete your personal data. (In this context, please note that certain services will no longer be accessible or can no longer be provided if you delete or have deleted certain necessary personal data)
- ▷ Right to limit the processing of your personal data
- ▷ Right to transferability of your personal data
- ▷ Right to object/resist the processing of your personal data

If you wish to exercise your privacy rights, please contact us. We undertake to adopt appropriate and reasonable physical, technological and organisational security measures to prevent unauthorised or unlawful access to your personal data, as well as loss, misuse or alteration of your personal data. This agreement also applies to affiliated bodies in the persons of Mavro Slovenia, Mavro Italy and Mavro International.

Cookies, or similar techniques, that we use

Mavro B.V. uses only technical and functional cookies, as well as analytical cookies that do not invade your privacy. A cookie is a small text file that is stored on your computer, tablet, or smartphone the first time you visit this website. The cookies we use are necessary for the technical functioning of the website and to enhance your user experience. They ensure that the website works properly and, for example, remember your preferences. They also allow us to optimise our website.

We also partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our website through behavioral metrics, heatmaps, and session replay to improve and market our products and services. Website usage data is captured using first and third-party cookies and other tracking technologies to



determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).

You can opt out of cookies by setting your internet browser to no longer store cookies. You can also delete any information previously stored via your browser settings.