

Data protection policy

1. Who processes your personal data?

We are LeyQj, a company in formation, with our office at Albert Beyltjensstraat 8, 2540 Hove, Belgium, e-mail claudine@leyqi.eu. We are the 'controller' for the processing of your personal data.

2. Why do we process your personal data?

The purposes for which we process your personal data depend on how you enter in contact with us.

You surf on our website

- We process information about your use of our website, in order to remember your choices, manage and improve our website.

You contact us (e.g. via our website, by sending us an e-mail, by attending one of our events or by visiting us at a fair)

- We process your personal data in order to answer and manage your request (e.g. request for information, subscription to our newsletter, personalized order, complaint). This processing is based on your consent.

You are a client of our products

- We process your personal data for client management, based upon the performance of the contract to which you are a party. Without your personal data, we cannot perform this contract.
- We may also process your personal data for the direct marketing of our products, based upon our legitimate interests. We believe that it is important to keep you, as our client, informed about our products. The provision of your personal data for this purpose is not a requirement and you can object to this processing (see article 6 below).

In any case

- We may process your personal data for research and development, based on our legitimate interests. We believe that research and development can lead to enhancement of customer experience, product improvement and innovation, which will help the persons concerned by our products (such as partners, suppliers and customers). The provision of your personal data for this purpose is not a requirement and you can object to this processing (see article 6 below).
- We may process your personal data for the direct marketing of our products, based upon your consent, to the extent that you give such consent.

3. With whom do we share your personal data?

We can transfer your personal data to our staff to the extent necessary for the performance of their tasks, to companies that process personal data in our name and on our behalf (known as 'processors') such as hosting providers, and to third parties when there is a legal obligation to do so.

4. Is your personal data transferred outside the European Economic Area?

We can transfer your personal data to countries outside the European Economic Area (EEA), including the United States. Each transfer outside the EEA will be based on an adequacy decision or on standard data protection clauses of the European Commission.

5. For how long is your personal data retained?

Your personal data is retained for as long as you are in contact with us (e.g. you ask information, purchase our products, subscribe to our newsletter) and for up to maximum 10 years after the end of this relationship.

6. What are your rights?

You can contact us to exercise the following rights, in accordance with the conditions laid down in the applicable legislation:

- Withdrawing your consent for the processing of personal data, to the extent that the processing of your personal data was initially based upon your consent.
- Seeking access to, or any correction, deletion or restriction of your personal data.
- Objecting to any direct marketing and/or research, development and improvement of our products.
- Seeking the portability of your personal data, which you have communicated to us.

You can exercise these rights by contacting us at claudine@leyqi.eu.

You also have the right to file a complaint with the competent data protection authority (for Belgium: Data Protection Authority, rue de la Presse 35, 1000 Brussels, contact@apd-gba.be, www.dataprotectionauthority.be).