

## Privacy Declaration SmartGoals B.V.

SmartGoals B.V., located at Torenallee 32-06 in Eindhoven, is responsible for the processing of personal data as described in this declaration.

### Contact details

SmartGoals B.V.  
Torenallee 32-06  
5617 BD, Eindhoven  
+31 (0) 40 78 05 104  
[www.smartgoals.nl](http://www.smartgoals.nl)  
The Netherlands

### Personal data we process

SmartGoals B.V. processes personal information because you're using our services / you provide them to us. Below a list of all the personal data we process:

- First and last name;
- Address;
- Phone number;
- Email address;
- Other personal details that you actively provide by creating a profile on our website, in correspondence and by phone;
- Data regarding your activities on our website;
- Internet browser and device type.

### Special and personal sensitive data that we collect.

Our website doesn't have the intention to collect personal data from visitors younger than 16 years old. Unless they are allowed by their parents or caretakers. However, we cannot actively control our visitors on their age. We advise parents or caretakers to be involved with the activities of their children to prevent that personal data of them will be shared without parental permission. If you are sure that we have collected personal information of a minor, please contact us via [support@smartgoals.nl](mailto:support@smartgoals.nl), we will remove this information.

### Our of aim with your personal data

SmartGoals B.V. processes your personal data for the following purposes:

- Sales and payment;

- Sending our newsletter or advertising folder;
- Calling or e-mailing you in order to realize our services;
- Inform you regarding changes in our services or products;
- To enable you to make an account on our website;
- To deliver products to your home;
- SmartGoals B.V. analyses your browsing behavior in order to improve the web experience of our visitors in general.

## Automated decision making

SmartGoals B.V. does not take any decisions based on automatic processings about cases that can have (substantial) effects on an individual. With automatic processing we mean decisions that are taken by computer programs or -systems, without the intervention of a person (for example: an employee of SmartGoals B.V.). So decisions regarding the processing will always be taken by employees of SmartGoals B.V.

## How long do we keep your personal data

SmartGoals B.V. does not keep your personal data longer than strictly necessary to realize their respective goals. We use the following expiry dates for the following categories of personal data:

Personal data	Retention	Reason
<i>Name</i>	1 year, if no further sales of our product or services is completed. *	Realise services; Analyse and marketing goals
<i>Personal data</i>	1 year, if no further sales of our product or services is completed. *	Realise services; Analyse and marketing goals
<i>Telephone number</i>	1 year, if no further sales of our product or services is completed. *	Realise services; Analyse and marketing goals
<i>E-mailaddress</i>	1 year, if no further sales of our product or services is completed. *	Realise services; Analyse and marketing goals
<i>Other personal data (user name etc.)</i>	Until you actively remove your account.	Realise services; Analyse goals
<i>Data regarding your activities on our site</i>	1 year	Analyse goals and website optimization
<i>Internet browser information and device type</i>	1 year	Optimize our services

\*If our contact results in sales or an assignment you'll be part of our customer base. The personal data we process and reasons for processing remain the same. However, the retention of keeping your data is different, namely as long as you are our customer (this means:

as long as you're using the SmartGoals services + our additional services) we will save and keep your personal data in a confidential way.

## Sharing of your personal data with third parties

SmartGoals B.V. shares your personal data with different third parties (depending on area / market segment) if this is necessary for the fulfilment of an agreement and/or to meet potential legal obligations. We will sign a processor agreement with the third parties that will process your personal data commissioned by us, to ensure the same level of security and confidentiality of your data. SmartGoals B.V. remains responsible for the processing. Besides that, SmartGoals shares your personal data with international distributors, if you originate from a specific area or you've got a question which regards our third parties. We will only share your personal data with your expressed permission.

Service	Name	Purpose	Jurisdiction	Which data
Sales (Football, Hockey, Fysio/Fitness)	Preau Sport International	Process requests	Worldwide	Personalia
Sales (Education)	Janssen-Fritsen	Process requests	Netherlands Belgium	Personalia
Sales (Football, Hockey, Education, Fysio/Fitness)	Harrod	Process requests	United-Kingdom	Personalia
Sales (Football, Hockey, Education, Fysio/Fitness)	SmartGoals Australia	Process requests	Australia and New Zealand	Personalia

## Cookies and similar technologies we use

SmartGoals B.V. uses functional and analytical cookies. A cookie is a small file that is stored in the browser of your computer, tablet or smartphone at your first visit to a website. SmartGoals B.V. uses cookies for their pure technical functionality. They will ensure that the website is working properly, we can optimize the website and, for example, that your preferred settings will be remembered. Besides, we use cookies to measure your browse behavior so that we can offer customized content.

The cookies we are using:

Cookie: Google Analytics

Name: `_ga`

Function: Analytic cookie

Retention: 2 years

Cookie: Google Analytics

Name: `_gid`

Function: Analytic cookie

Retention: Session

Cookie: PLL Language

Name: pll\_language

Function: Functional cookie

Retention: 1 year

Cookie: Cookie Accepted

Name: cookie\_notice\_accepted

Function: Functional cookie

Retention: 30 days

At your first visit to our website we have informed you about the use of cookies and we've asked you permission to place them.

You can unsubscribe for cookies by changing the setting of your internet browser in a way in which it does not store cookies anymore. Besides, you can delete all the previously stored information on your browser via settings.

## See, correct or delete data

You've got the right to see, correct or delete your personal data we have gathered. Besides, you've got the right to withdraw your permission to process personal data or object against processing your personal data by SmartGoals B.V. You also got the right to data portability. This means that you can submit a request to send the personal data, we've got from you in a computer file, to you or another company, named by you.

It is possible to send a request for insight, correction, removal, data portability of your personal data or a request to withdraw your permission or object against the processing of your personal data to: [support@smartgoals.nl](mailto:support@smartgoals.nl)

To ensure that the request is done by you, we ask you to make a copy of your ID and send it along with the request. Make your photo's MRZ (machine readable zone, the strip with numbers at the bottom of your passport), passport number and citizen service number black in this copy. Do this in order to protect your privacy. We will respond as soon as possible, and insure a response within 4 weeks after your request. SmartGoals B.V. want to point out that you've got the possibility to submit a complaint at the national supervisor, the Autoriteit Persoonsgegevens. This is possible via this link: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

## How do we protect your personal data

SmartGoals B.V. takes appropriate measures to protect your personal data. All the data is stored in an online system that is password protected and can only be seen by the employees of SmartGoals. If



naam SmartGoals BV  
adres Torenallee 32-06  
5617 BD Eindhoven  
telefoon +31 (0)40 780 51 04  
e-mail info@smartgoals.nl  
website www.smartgoals.nl

IBAN: NL90 RABO 0160 062 500  
BIC: RABONL2U  
BTW nummer: NL850499471B01

you have the idea that your personal information is not properly protected please contact us via [support@smartgoals.nl](mailto:support@smartgoals.nl).