

Privacy Policy S&H Tyres

General

Data Protection

The protection of your personal data is important to S&H Tyres B.V. In this Privacy Policy we aim to provide clear and transparent information on how we handle your personal data.

We will do everything to guarantee your privacy and, therefore, we treat your personal data with great care. In all situations, S&H Tyres B.V. will conform to the laws and regulations, including the General Data Protection Regulation.

Controller

The party responsible for the realization of the service is:
S&H Tyres B.V. (Hereinafter S&H Tyres)
Oostelijke Randweg 42A
4782 PZ Moerdijk
The Netherlands
Registered with the Chamber of Commerce under number:
24329450

1. Collection and use of information

Why do we need your personal data?

We need your personal data for the realization of your order and to inform you about the status of your order. If you have given permission for this, we may also use your data for making offers and sending you newsletters. Additionally, we may conduct anonymous data analyses to improve our position and service. Add statement somewhere that we will only use the personal data for the controller, and that we will not use the data for our own purposes, and not for purposes of third parties.

Your information

We distinguish between two ways of handling your information.

- Direct use (normal and other)
- Indirect use

2.1 Direct use (normal)

Becoming a customer

When you want to become a customer, we need data to create your customer record in our system. For this, we need data such as name, address, e-mail address, payment details, telephone number, VAT number, and Chamber of Commerce number, if applicable.

Your order

When you have placed an order with us, we need other data, in addition to the data required for creation of your customer record. This depends on whether the invoicing and shipping address are the same. If not, we will also need the name, address details, telephone number and e-mail address of the shipping address for processing and shipping of your order.

Your delivery

For delivery of your order we use the data entered with the order. We also need this data to keep you informed of the status of your order.

Returns/Claims

Although we hope this will not happen frequently, it is possible that products must be handled as a return or claim. In order to set this up, we use the data known to us to collect the products for return or to process the claim.

Your account in the web shop

The S&H Tyres web shop primarily stores the following information: Your name, address(es), telephone number, e-mail address, shipping and payment details, and specified information and interests. As a result you do not need to enter this information with every visit. We keep information from earlier orders, so you can easily look up this information. The information is used internally and it is not shared with other organizations for commercial purposes. Our employees are obliged to respect the privacy of your data.

Personal service

Ordering tyres via our web shop is easy. You enter the tyre size, select the tyres you want, and go to the checkout with your preferred payment method. S&H Tyres aims for optimum service and customer satisfaction. If you have questions or need information, you can call us or send us an e-mail. We use your data and notes we made in the past to be able to answer your questions quickly. This is useful when you call us. Sometimes we use another party to be able to answer your questions. This party may use your data for this purpose.

Newsletters

You can register for our newsletter on our website or via our web shop. The newsletter keeps you informed about our special offers, promotions and our news. We have general and personalised newsletters. Personalised newsletters are created based on your data, such as previous orders. At the bottom of every mailing you will find options to change your data or to unsubscribe. The general newsletters contain information about the market, about specific brands, and about developments at S&H Tyres. If you do not want to receive the newsletter, you can unsubscribe at the bottom of the page.

Social media

If you are active on social media, such as Facebook, LinkedIn or Twitter, you can like a post or message. If you are logged on and like an item, this will be visible to others. S&H Tyres does not get access to your social media account, but you can share posts you like or that you think are useful with your friends. If you ask us a question via social media, we will store your message and account name to be able to answer your question.

2.1.1 Direct use (other)

Applicants/Human Resources

We receive a range of personal data for the recruitment of new employees. This concerns, for example, data received from temping agencies, curriculum vitae received from candidates, etc. We will only use this data for these procedures and not for other purposes.

Telephones/Mobile telephones

Because many people like a personal approach, we like to know who you are when you call us. This allows us to look up your data in our system and to offer you better and quicker assistance. Additionally, many of our employees are frequently on the road, or you may need information outside normal office hours. For this reason, many of our employees have name and address details stored on their mobile phone to be able to easily reach you and to be reached by you.

E-mail

Because we maintain long-standing relationships with our customers, suppliers and partners our e-mail contacts span many years. We treat the information we collected over time as confidential, and therefore the data is stored in well secured systems. A benefit of this is that we are able to look up conversations, contracts, data, etc., allowing us to provide you with the correct information quickly.

2.2 Indirect use

Data transfer

We use a variety of means for importing and exporting data. We need this data to process orders, to upload stock files, to send package numbers, etc. We need a variety of data for processing this information. This may concern FTP data, but also e-mail addresses to send the data to or to collect data from.

Data analysis

We use a variety of data to be able to improve our position and to offer our customers a better service, quality, price, etc. Among the data used for this purpose are address data (name, address, city). This data will only be used internally. All data in reports provided to the outside world is anonymous.

2.3 Use of information by third parties

Cookies and personal shopping

Data is stored when you log on to our website or web shop. For example, cookies store your information after you have accepted them. Additionally, we try to assist you with the ordering process. We do so on the basis of information from your earlier visits to our web shop. The purpose of this is to offer you better service and to offer you support and guidance when you are logged on.

Google Analytics

For the purpose of collecting statistics we also use Google Analytics, and we link this to the data in our system. This allows us to recognize patterns and to offer you better information and better service. Google will not use your data, because we have not given them permission to do so.

However, due to legal obligations Google may be required to provide this data to third parties. We have no influence on this. The information used in that case will be anonymized as much as possible.

Carriers

We use a variety of carriers for the best possible realization of the requested services. It is possible that your personal data on file in our system is incomplete or incorrect. For correct delivery of products we regularly receive corrections to data from our carriers. We will use this information to correct the data for you in our systems to be able to deliver your products in the correct manner, next time.

Financial and credit partners

We use external agencies to determine what payment options we can offer to you. These agencies provide information on your credit rating, payment behaviour and other data in connection with this subject. We link the data we receive to the data we have on file. This will enable us to offer the best payment option for both parties.

2.4 Sharing information internally and with third parties

Internal processing/employees

We have defined various procedures to ensure your data is treated confidentially. Examples are:

- Our systems and data are secured (more information on this can be found under the heading Data Protection);
- All our employees are familiar with the new privacy law;
- Our employees are bound by a confidentiality statement. Data can only be shared with third parties when an agreement for this has been signed or when there is a legal obligation.

Promotions/Special offers

We use various systems of our partners for the purpose of promotions and special offers. This concerns systems such as the ERP system, the web shop, etc. For this purpose the personal data in these systems will be linked to each other. We have an agreement in place with all our partners to ensure that the information is handled confidentially.

Internal/external systems

We use a variety of systems of third parties for the realization of our services. With each of these third parties/partners we have entered into a processor agreement. This means that they are only allowed to use the data for the purposes specified by us. Examples are the ERP system, the web shop, the ticket system, the order shipment system, financial and credit partners, etc.

Carriers

We use a number of carriers for shipment of our products. With each of these third parties/partners we have entered into a processor agreement. This means that they are only allowed to use the data for the purposes specified by us. This concerns shipment of small parcels, pallets, containers, etc.

2.5 For how long do we retain your data?

Financial administration data

Financial administration data is retained in accordance with the legal requirements. Because availability of this data for inspection for a number of years is required, we are obliged to retain this data for a longer period of time.

Customer data

We clean up our customer data annually. When your data has not been used for a long time or when the data is incorrect, we will first contact you to try to come to a successful collaboration. If this attempt is unsuccessful, we will delete the data no later than two years after the last contact. Data linked to this, such as financial administration data, will be retained longer.

Order processing data

All data we need for processing orders will be retained at least until after realization and processing of the order. The data will be retained for at least one year after the event, to be able to retrieve the data when necessary. Some data linked to this, such as financial administration data, will be retained longer.

Web shop login data

If you have not used your login data for a particular period, we will contact you about this. The purpose of this is to establish how we can improve our collaboration. If this attempt is unsuccessful, we will delete the data no later than two years after the last contact.

Employee data

In addition to safe handling of the data of external parties, it is also of high importance to us that our employee data is handled safely and reliably. Apart from the legal requirement to retain part of this data for a particular period of time, it is important to us to have full employee records. The legal retention period for these records is five years and two years for employees who have left the company.

Inbox and mobile telephone data

We know how important it is to stay in contact with you via telephone and e-mail. We also like to be able to look up your data, so we can offer you a better service. This is why we save this data in our system or on the mobile phone of one of our employees. The data will be treated confidentially by all employees, and the data will not be shared with third parties. The information will be retained at least for as long as is necessary for processing of the agreement. Apart from this, depending on the data, part of the information may be purged, retained or archived.

Application procedure

Data about the application procedure will be retained until four weeks after the closing date. If an employment contract is agreed, this data is included in the personnel records. A different retention period applies for this data. See Employee Data.

Public data

The personal data we have for you may have been taken from business cards or from information that is publicly available on the Internet. Examples can be your telephone number and e-mail address on your website. Because this data is public, we may use it to contact you for a variety of purposes. If

you do not wish to be contacted by us, please send a message to us, and we will remove your data from our system.

2.6 What can you do with your data that are known to us?

Request and view data

You have the right to request and view your personal data at any time. This depends on whether you have a login ID for our web shop. If you do not have an ID, you can request an ID, or you can contact support@sh-tyres.nl or a sales employee. They will provide you with the data you wish to see.

Change data

If you want to change your personal data, in some situations you can do so yourself. This applies, for example, to the password of the login ID for the web shop. In many cases, however, information will be linked to each other in multiple systems. Therefore, you will not be able to change the data yourself. If you wish to change, for example, your name and address data, please contact us via support@sh-tyres.nl or via one of our sales employees. They will handle your request as far as possible.

Delete data

If you wish to have your data deleted, you cannot do this yourself. This is because the information is linked to each other in multiple systems. As a result, the data needs to be deleted in multiple places. If you wish to delete, for example, your name and address data, please contact us via support@sh-tyres.nl or via one of our sales employees. They will handle your request. If you request this, we will confirm in writing or by e-mail that the data has been deleted.

2.7 What if you object to the collecting or sharing of the information?

Objection

If you object to the fact that we collect or share your data, please let us know why. We hope that we will be able to reach a solution for your objection. If not, we will unfortunately be unable to process and/or hand out orders for you.

2.8 How is your personal data protected?

Data protection

We protect your data in a variety of ways. We guarantee that our building, our systems and your data are properly secured. This concerns physical as well as electronic security. In addition, we have internal procedures that state that the data can only be used for the purposes defined in the processor agreement.

Fraud

Fraud is a problem for everyone involved. We do all we can to fight fraud, but unfortunately it is not always possible to prevent it. For this reason we use personal and other data to identify behaviour

and data, for example IP addresses, search orders, suspect purchases, or suspect name and address or payment data. If necessary, we will share this data with the authorities.

Confidentiality

Our internal employees as well as our external processors are bound by an obligation of confidentiality. Processors can only use the information for the intended purpose. They are not allowed to use the data for other purposes. Additionally, they will delete the data when they no longer need the data. If a retention period is defined, the data will be deleted after expiry of the retention period.

Our company policy dictates that no information must be shared with third parties if this has no added value for the realization of our processes. If the sharing of data is necessary for the realization of our services, the third party must sign a processor agreement first (if such an agreement is not yet in place). If this involves a party that is not one of our normal service providers, we will request your permission before we share your data.

2.9 Things we will not do with your data

Data will not be used for the following purposes

We will only use your data for the realization of our services. We will not use the personal data we receive for any other purpose than necessary for the realization of our relationship. In addition, we will not share any personal data with third parties, unless we are legally obliged to do so, in which case we will share the data with the authorities without requesting your permission.

3. What are your rights?

There are different types of rights

Data portability

This means that, as an organization, we are obliged to process personal data in accordance with the GDPR. Additionally, we must be able to provide the data to you upon your request. This only applies to the digital data for your personal data for which you have given permission. In addition to personal data received from our customers, it also concerns data from other data sources, such as search history, location data, etc.

It is important that we are able to provide the data to you within one month after your request. If we are not able to comply within this term, we must inform you.

Right to be forgotten

You have the right to be forgotten. Upon your request we must delete all data we have on you. However, we are obliged to retain some data for a longer period on legal grounds. For this data we are unable to honour your request to delete them immediately. We will delete the data as soon as the legal retention period has expired.

Right to view

This means that you have the right to view your data. Upon your request, we must provide the following information:

- The purpose for which the data is processed;
- What personal data we collect for you;
- The third parties we share the data with;
- The retention period of the data;
- Your rights. You have the right to change, amend or delete data,
- and the right to submit a complaint to the Data Protection Authority.

Rectification & amendment

You have the right to rectify or amend personal data that is incorrect or incomplete. If necessary, this will also be forwarded to third parties if the data is shared.

Limitation of processing

It is possible that, in some cases, we are no longer allowed to use your data or part of your data. However, because of legal obligations we may be required to retain the data. Again, if the data is shared with third parties, the limitation will also be forwarded to the third parties.

Right to human evaluation in the event of exclusion

You can invoke this right as soon as a decision is made on the basis of automated profiling. Automated profiling is when an assessment is made through automated processing of data. No human is involved in this process. This article gives you the right of re-evaluation by a human.

Right to object

This article gives you the right to object to the use of your personal data. This applies to personal data acquired by us on the basis of general interest or justified interest. As soon as you object to the use of your personal data we have to stop processing of the data.

Privacy by design and by default

This means that your privacy is our primary concern with every product or service we develop. We are only allowed to request the data we need for the relevant purposes. Furthermore, our privacy policy must be easily accessible for you. When it concerns, for example, the web shop, a link will be available that takes you to the overall privacy policy.

4. Miscellaneous

Changes in the privacy law

This privacy statement has been tailored to the use and the possibilities on this site. Any adjustments and/or changes to this site may lead to changes in this privacy statement. Therefore, we ask you to consult this privacy statement regularly.

Other questions

S&H Tyres is responsible for the processing of your personal data. If you have any questions on this subject, after reading our Privacy Policy or in general, or wish to contact us, please send a message to support@sh-tyres.nl or contact one of our sales employees.

Data Protection Authority

Do you have a complaint in connection with the processing of your personal data? Under the privacy legislation you have the right to submit a report to the Data Protection Authority (Autoriteit Persoonsgegevens). For this purpose you can contact:

Data Protection Authority
Attn. Complaints Coordinator
PO Box 93374
2509 AJ DEN HAAG
The Netherlands