



Privacy statement Méa Méa

Introduction

Méa Méa takes your privacy very seriously and shall handle your personal data with the utmost security and care. In this Privacy Statement you will learn how we handle your data as well as learn about your rights concerning our processing of your data. We advise that you read this Privacy Statement thoroughly. Should you have any questions or remarks, please contact us at info@mea-mea.world.

Who is Méa Méa?

Méa Méa is the proprietorship Méa Méa, with registered office at (5062 SP) Oisterwijk listed at the Traderegister of the Dutch Chamber of Commerce under 78193109.

Méa Méa is as the controller ultimately responsible with regard to the processing of your personal data.

How does Méa Méa use your personal data?

Underneath you will find an overview of the purposes for the processing of your personal data. You will also find a specification of which data Méa Méa uses for that specific purpose, the legal justification, and the amount of time Méa Méa keeps this data. For clarity's sake, we have categorised the purposes.

Services, customer management and financial administration

Purpose: Financial administration

Information: Company name, Billing address

Legal basis: Necessary for the performance of a contract

Storage period: maximum 7 years

Purpose: Invoicing

Information: Company name, Billing address

Legal basis: Necessary for the performance of a contract

Storage period: maximum 7 years

Purpose: Order Management

Information: Home address, Delivery address, Billing address, Email, Phone number, Payment information, Account number, Order Number, Complaint content, COC number, VAT number, Customer number

Legal basis: Necessary for the performance of a contract

Storage period: maximum 7 years

Purpose: Handling complaints about the product

Information: Home address, Delivery address, Billing address, Email, Phone number, Payment information, Account number, Order Number, Complaint content, COC number, VAT number, Customer number

Legal basis: Necessary for the performance of a contract

Storage period: maximum 7 years

Purpose: Providing the service itself

Information: Home address, Email, Data necessary to provide the service

Legal basis: Necessary for the performance of a contract

Storage period: maximum 7 years

Purpose: Handling complaints about the service

Information: Home address, Email, Data necessary to provide the service

Legal basis: Necessary for the performance of a contract

Storage period: maximum 7 years

Purpose: CRM

Information: Name, Username, Email, Location, Order history, Social media account, Browser, OS, User ID, Phone number

Legal basis: Legitimate interests

importance: Commercial interests

Storage period: maximum 7 years

Purpose: Job application

Information: Name, Username, Email, Location, Order history, Social media

account, Browser, OS, User ID, Phone number

Legal basis: Legitimate interests

importance: Commercial interests

Storage period: maximum 7 years

Marketing

Purpose: Direct marketing

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: maximum 7 years

Purpose: Affiliate marketing

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: maximum 7 years

Purpose: Newsletter

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: maximum 7 years

Purpose: Retargeting

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: maximum 7 years

Purpose: Social media marketing

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: maximum 7 years

Purpose: Behavioural targeting

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: maximum 7 years

Purpose: Loyalty program

Information: Name, Home address, Email, Phone number, Click behaviour, Online behaviour, Interest in a product, Social media account, User ID, Order history, Billing address Legitimate interests

Legal basis: Legitimate interests

Interest concerned: Commercial interests

concerned:

Storage period: maximum 7 years

Website

Purpose: Website analytics

Information: Online behaviour, Location

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: maximum 7 years

Purpose: A/B testing

Information: Online behaviour, Location

Legal basis: Legitimate interests

Interest concerned: Commercial interests

Storage period: maximum 7 years

Purpose: Account

Information: Name, Address, Email, Username, Password, User ID, Message content

Legal basis: Necessary for the performance of a contract

Storage period: maximum 7 years

Purpose: Submitting reviews or messages

Information: Name, Address, Email, Username, Password, User ID,
Message content

Legal basis: Necessary for the performance of a contract

Storage period: maximum 7 years

Purpose: Chat feature

Information: Name, Address, Email, Username, Password, User ID,
Message content

Legal basis: Necessary for the performance of a contract

Storage period: maximum 7 years

Research and Development

Purpose: Market research

Information: Habits, Lifestyle, Social contacts, Online behaviour, Home
address, Email, Phone number, Behavioural data

Legal basis: Legitimate interests

Interest
concerned: Commercial interests

Storage period: maximum 7 years

How did Méa Méa obtain your personal data?

Méa Méa has obtained your data because you have provided this data to us.

What are your rights?

Under the European General Data Protection Regulation you have a number of rights with regard to your data and the processing thereof:

Access

You may access your personal information and make any necessary changes in your account. If you would like to see which personal data Méa Méa has obtained about you, you may exercise your right of access by submitting a request to Méa Méa .

Making changes

If you wish to make changes to the personal information that you have seen as a result of a request for access and you are unable to make the changes yourself in your account, you may request that Méa Méa makes these changes for you. You may request that Méa Méa modifies, corrects, supplements, erases or shields your information.

Restriction of processing of personal data

You also have the right, under certain conditions, to ask Méa Méa to restrict the processing of your personal data.

Right to object

If processing of your data takes place on the grounds of 'legitimate interest' by Méa Méa or a third party, you have the right to object to that processing.

Portability of data

You have the right to obtain your personal data from Méa Méa . Méa Méa will provide this in a structured and commonly used format, which can easily be opened using commonly used digital systems.

Withdrawing consent

When the legal basis for a particular processing is your explicit consent, you have the right to withdraw that consent. This does not affect past processing, but does mean that we will no longer be allowed to process this data in the future. It may also result in Méa Méa no longer being able to provide you with certain services.

Response from Méa Méa

A request can be sent to info@mea-mea.world. Méa Méa will comply with your request as soon as possible and in any case no later than one (1) month after Méa Méa has received such a request. If Méa Méa rejects your request, we will indicate in our reply why the request was rejected.

Recipients of your personal data

Your data may be transmitted to:

- Data processors
- Parties that are involved in the execution or fulfilment of an agreement between you and Méa Méa
- External consultants

It is possible that Méa Méa is required to submit your data to a third party, for example to fulfil a legal obligation.

What are cookies and how does Méa Méa use them?

Cookies are small pieces of (text) information that are sent to your browser when you visit the website of Méa Méa and then stored on the hard disk or in the memory of your device. The cookies placed via Méa Méa 's website cannot damage your device or the files stored on it. With 'cookies', we also mean comparable techniques collecting information, such as device fingerprinting.

Can changes be made to this Privacy Statement?

This Privacy Statement is subject to changes. We therefore advise you to regularly read the Privacy Statement for any such changes.

Questions, remarks, and complaints

If you have any questions regarding this Privacy Statement or the way in which Méa Méa uses your data, you can send an e-mail to info@mea-mea.world. If you have a complaint about the way your data is processed, please send an e-mail to info@mea-mea.world. Furthermore, you always have the right to contact the competent national data protection authority. In The Netherlands, this is the Autoriteit Persoonsgegevens.

