

Privacy Policy of Marketing Pact

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Article 1 – General

Marketing Pact, with registered office in Antwerp, Belgium (hereinafter referred to as “Marketing Pact”, “we”, “us”), acts as the data controller within the meaning of the General Data Protection Regulation.

Marketing Pact processes personal data in compliance with:

- Regulation (EU) 2016/679 of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation – GDPR); and
- the Belgian Law of 30 July 2018 on the protection of natural persons with regard to the processing of personal data, which supplements and implements the GDPR in Belgian law.

This privacy policy applies to the processing of personal data collected via the website www.marketingpact.com

Marketing Pact reserves the right to amend this Privacy Policy at any time. The most recent version will always be available on the Website. Material changes will be communicated where appropriate.

Article 2 – Personal data collected

As part of its services and through use of its website, Marketing Pact may process personal data, including:

- Cookies and tracking technologies: data such as your IP address, browser type and version, pages visited and surfing behaviour (more information on cookies can be found in Article 8);
- Contact data: data provided through online forms on our website, such as your first and last name, email address and any information you communicate in the message field;
- Newsletter data: data provided when subscribing to our newsletter, such as your first and last name and email address;
- Promotional actions: data provided when participating in contests or give-aways, such as your first and last name and email address;
- Commercial partners: personal data communicated by commercial partners, whereby such partners confirm they are entitled to share these personal data;
- Press and suppliers: identification data relating to press contacts and suppliers;
- Recruitment: personal data such as your first and last name, address, telephone number, email address, and data relating to education and work experience.

Article 3 – Purposes of processing

Marketing Pact processes personal data for the following purposes:

- Website operation and analytics: to ensure the functioning, security and improvement of the website and to analyse its usage, based on your consent for cookies and tracking technologies;

- Contact handling: to respond to enquiries and provide information or services requested by you, based on pre-contractual measures or the performance of a contract;
- Service delivery: to manage clients and provide services, based on the performance of a contract;
- Marketing and communications: to send newsletters, offers and promotional communications, based on legitimate interest for existing clients and on your prior consent in all other cases;
- Contests and campaigns (if applicable): to manage participation in promotional actions and communicate results, based on participation conditions and/or your consent;
- Business and partner management: to manage relationships with clients, suppliers and commercial partners, based on legitimate interest or the performance of a contract;
- Received partner data: to process personal data received from commercial partners, based on a valid legal basis under the GDPR applicable to the original collection;
- Recruitment (if applicable): to evaluate applications and manage recruitment processes, based on pre-contractual measures.

Article 4 – Retention period

Marketing Pact does not retain personal data longer than necessary for the purposes for which it was collected, unless a longer retention period is required by law or necessary for the establishment, exercise or defence of legal claims.

In general:

- Contact and service data: retained for as long as necessary to handle your request or provide services and, where appropriate, for a period thereafter for administrative purposes and the management or defence of legal claims;
- Client and invoicing data: retained for up to 7 years in accordance with applicable accounting and tax obligations;
- Marketing data (newsletters and promotional communications): retained until you withdraw your consent or object to the processing;
- Website usage data (cookies and analytics): retained for the duration specified in Article 8, depending on the type of cookie and your consent settings;
- Recruitment data (if applicable): retained for up to 1 year after completion of the recruitment process, unless you consent to longer retention or a longer retention period is required by law.

After expiry of the applicable retention period, personal data is deleted or anonymised.

Article 5 – Disclosure of personal data to third parties

Marketing Pact may share personal data with the following categories of recipients, where necessary and in accordance with applicable data protection legislation:

- Public authorities and competent bodies, where required by law, regulation, court order or binding request;

- Processors and service providers engaged by Marketing Pact for the performance of services, including IT, hosting, communication, analytics and administrative support providers, acting under appropriate contractual safeguards in accordance with Article 28 of the GDPR;
- Professional advisers, including accountants, auditors and legal advisers, where necessary for business operations or compliance purposes;
- Successors or acquiring parties, in connection with a merger, acquisition, restructuring, insolvency proceeding or transfer of all or part of the business, in which case personal data may be transferred to the relevant third party, subject to applicable data protection requirements. Where reasonably possible, data subjects will be informed in advance of such transfer.
- Some personal data may be transferred to service providers located outside the European Economic Area (EEA). Where such transfers occur, Marketing Pact ensures that appropriate safeguards are implemented in accordance with applicable data protection legislation, including, where required, the use of Standard Contractual Clauses approved by the European Commission.

Article 6 – Rights of the data subject

In accordance with applicable data protection legislation, you have the right, subject to the conditions laid down therein, to:

- request access to your personal data and obtain a copy thereof;
- request the rectification or completion of inaccurate or incomplete personal data;
- request the erasure of your personal data where permitted by applicable law;
- request the restriction of processing in the cases provided for by law;
- object to the processing of your personal data on grounds relating to your particular situation, and at any time object to the processing of your personal data for direct marketing purposes;
- receive your personal data in a structured, commonly used and machine-readable format and, where applicable, have those data transmitted to another controller (data portability);
- withdraw your consent at any time where processing is based on consent, without affecting the lawfulness of processing carried out before such withdrawal.

Requests relating to privacy or the exercise of data subject rights may be addressed to: contact@marketingpact.com

If you believe that the processing of your personal data infringes applicable data protection legislation, you have the right to lodge a complaint with the Belgian Data Protection Authority.

Without prejudice to any administrative remedy, you also have the right to seek a judicial remedy and, where applicable, claim compensation before the competent court.

Article 7 – Security and confidentiality

Marketing Pact takes appropriate technical and organisational measures to protect personal data against accidental or unlawful destruction, loss, alteration, unauthorised access or

disclosure, as well as any other form of unlawful processing, in line with applicable data protection legislation.

These measures are designed to ensure a level of security that is appropriate to the risks involved in the processing of personal data. However, given the nature of the internet and digital systems, no method of storage or transmission can be guaranteed to be completely secure.

The website may contain links or references to external websites operated by third parties. Marketing Pact has no control over these websites and this privacy policy does not apply to them. As such, Marketing Pact cannot be held responsible for the content of external websites or for how they process personal data. Users are encouraged to review the privacy policies of any third-party websites they visit.

Article 8 – Cookies and similar technologies

Marketing Pact uses cookies and similar technologies on its website to ensure proper functioning, to analyse website usage, to measure performance, and to improve user experience.

Cookies are small text files stored on your device when you visit the website. Some cookies are strictly necessary for the operation of the website, while others are used for analytical and marketing purposes, including the measurement of advertising effectiveness.

Strictly necessary cookies are required for the operation of the website and do not require consent. All non-essential cookies are only placed after you have given your prior consent.

Cookies may be placed by Marketing Pact or by third-party service providers used for analytics, advertising, remarketing, or website optimisation purposes. Where third-party cookies are used, they are also subject to the privacy policies of those third parties.

Marketing Pact uses the following categories of cookies:

- Strictly necessary cookies: required for the operation and security of the website and do not require consent.
- Analytical cookies: used to understand how visitors interact with the website and to improve performance and user experience, including through services such as Google Analytics.
- Marketing cookies: used to support advertising and remarketing activities and to display relevant advertisements based on browsing behaviour.

You may manage or withdraw your consent at any time via the cookie settings available on the website or through your browser settings.

Article 9 – Applicable law and jurisdiction

This Privacy Policy is governed, interpreted and implemented in accordance with Belgian law.

Any dispute arising from or relating to this Privacy Policy shall fall under the exclusive jurisdiction of the competent courts of Antwerp, Belgium, without prejudice to mandatory provisions of applicable consumer protection law.