

Cookies & privacy

Privacy statement

As part of FM Group, 4-Attention follows the privacy statement and cookie policy of FM Group B.V. (hereafter referred as "4-Attention"). 4-Attention respects your privacy and makes sure that you can trust us with your personal information.

During contact with 4-Attention, certain information from you will be collected and processed. As this information can lead to your identity, this information is referred to as "personal data".

All information regarding what personal data 4-Attention processes and how 4-Attention is handling this accordingly, is listed below.

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1. This privacy statement

This privacy statement applies to all your personal data, which 4-Attention collects and processes.

By using 4-Attention's (mobile) website, apps and webshops, you agree to this privacy statement and its application to the personal data, which is processed by 4-Attention.

4-Attention reserves the right to make changes to this privacy statement at any time. The most current version can be found on 4-Attention's website at all times.

2. Personal data held by 4-Attention

The following information can be collected and processed by 4-Attention in different ways.

- Information which you have given to 4-Attention directly:
 - Business information: name, COC number, RSIN number (legal entities and partnerships), VAT number, email address etc.;
 - Identification and contact information: name, surname, title, address, email address, landline and mobile phone number;
 - Financial information: bank account number, BIC code, account holder's name, etc.;
 - Login details which are linked to a user account: (user)name, email address, password, connection moments, etc.;
 - Information regarding the products and/or services you wish to buy, favourite products or services, interests, preferences, which you give us through our (mobile) websites, apps, webshops, etc.;
 - Other information, which you have exchanged, communicated and shared yourself through the 4-Attention (mobile) websites, apps, webshops and suchlike;

- Information, which you have provided by making use of the (mobile) websites, apps and webshops

When you use 4-Attention's (mobile) websites or apps, the following information can be processed: visited pages, websites and searches by means of cookies. Information, which you have entered yourself on the websites or in the apps and other information, which you have granted 4-Attention access to (such as location data).

3. Processing of personal data by 4-Attention

Personal data can be used by 4-Attention for the following purposes:

- The realisation and execution of an agreement made with you; - To allow certain information to be exchanged, created and deleted; - Other specific purposes for which separate permission can be requested.

4. Sharing personal data

4-Attention does not share your personal data with third parties and the personal data will not be made public, except in the manner described below.

4-Attention can exchange processed personal data with mother, sister and daughter companies within its own group.

When transferring personal data from the European Economic Area to countries where privacy legislation does not offer the same level of protection as that in your country of residence, we take measures to provide an adequate level of protection. In other words, the rights and protection with regard to your data are maintained.

Your personal data will only be released in accordance with this privacy statement and/or if this is required by law and/or in compliance with a court order. 4-Attention will make reasonable efforts to inform you in advance about the matter, unless this is subject to legal restrictions.

5. Your rights

You have the right to inspect and correct the personal data, which 4-Attention processes from you.

You also have the right to deletion of your personal data, limitation of the functioning of your personal data and transferability of your personal data, insofar the applicable regulations allow this.

You can withdraw your given permission for certain processing at any time and object to the processing of your personal data for serious and legitimate reasons. You also have the right to object to the use of your personal data for direct marketing, to transfer of your personal data to third parties (if this transfer is not required for the 4-Attention services) and to drafting of your profile.

You can contact 4-Attention via the contact information listed under section 8 of this privacy statement.

You also have the right to file a complaint with the supervisory authority: Dutch Data Protection Authority, Bezuidenhoutseweg 30, 2594 AV The Hague, Tel: 070-8888 50

6. Links

Our website may contain links to and from third-party websites, some of which may be embedded.

These links take you to websites of third parties. 4-Attention is not responsible for the content of these websites and/or the processing of personal data on these websites. Consult the privacy statements on these websites to find out by whom and how your personal data are processed.

7. Security policy

- **Data security**
In order to protect your personal data in the best possible way, 4-Attention takes all reasonable measures and applies best practices to prevent the loss, misuse, disclosure, unauthorised access or modification of this personal data. Payment details are always protected in accordance with the standard encryptions commonly used to protect sensitive financial information.
- **Retention of your data**
4-Attention will not retain your data for longer than is necessary for its processing, taking into account 4-Attention's contractual and legal obligations with regard to this data.

8. Contact details

If you have any questions about the processing of personal data or about this privacy statement, please contact: info@purple-wire.com.

This privacy statement was last amended in March 2020.

4-Attention Cookie Policy

What are cookies?

Cookies are small text files that are stored – set – in the browser on your computer, tablet or smartphone. This is done by the server of the website that you are viewing at that particular moment. Each cookie contains a unique code that is recognised by your browser for either the duration of your visit to the website (this is known as a 'session cookie'), or during later, repeat visits (known as a 'permanent cookie').

Cookies can be set by the server of the website you are visiting, or by partners with whom this website cooperates. The server of a website can read only the cookies it has set; the server cannot access any other information stored on your computer, tablet or smartphone. Cookies are stored in the folder of your browser. The information in a cookie usually consists of the name of the server in question, an expiration date and a unique numerical code.

Cookies make the interaction between the visitor and the website easier and faster and help the visitor navigate between the various components of websites. Cookies can also be used to make the content of a website or the publicity on the site more relevant to the visitor, so that the visit will be tailored to his or her needs and personal preferences.

If your personal data is stored in these cookies, this will always be done with your consent. In order to use the website – to register in the webshop, for instance – it is technically necessary to accept cookies

1.1. Functional (necessary) cookies

These cookies are essential in order to visit our website and the accompanying pages and to make use of certain portions of the site. For instance, these cookies enable you to navigate between the various components of the website. They ensure the website functions as it should.

1.2. Analytical cookies

This website also makes use of Google Analytics. Information on use of the website is collected using cookies. This information is then used to adjust the content to the visitor's desires and to enhance the ease of use. One cookie, for example, helps us count the number of unique visitors and another keeps track of which pages are most frequently viewed. The information collected by these cookies is processed anonymously.

1.3. Marketing cookies

These cookies make it possible to tailor communication to your online preferences. The cookies collect information on the use of the site and adjust the information and communication based on the visitor's areas of interest.

Click [here](#) for an overview of all cookies.

Browser settings

You can set your browser so that certain cookies are not installed on your device. In that case, we do not guarantee that all services and functionalities of this website and the accompanying pages will function properly. However, if you still decide to reject cookies, you will not be denied access to our website. Please note that if you are using a different computer, you will need to readjust your browser settings.

Concluding remarks

Whenever laws and regulations regarding cookies change, or the website and its pages are modified, the cookie policy will change accordingly. The content of the statements and the cookies included in our cookie policy may be changed at any time and without prior warning. We advise you to consult this web page regularly for the latest version.

If you have any questions and/or remarks, please do not hesitate to get in touch with us info@purplewire.com.

This cookie policy was last amended in July 2019.