



Privacy Statement

MMPUMPS

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Privacy Statement MMPumps

(last change March 15, 2023)

General

This Privacy Statement governs the processing of your personal data as part of the use of our website (www.mmpumps.be) and the services related to it. These processing operations are always carried out by MMPumps as controller, located at B-2520 Ranst, Ter Stratenweg 39 with company number 0433.338.491.

Protecting personal data of customers and visitors is very important to MMPumps. That is why we make every effort to guarantee this data protection and to always act in accordance with the General Data Protection Regulation (GDPR) when we process your personal data. Regarding the personal data that we process on our website (www.mmpumps.be), MMPumps will always act as the controller.

More concretely, MMPumps will always treat the personal data lawfully for specific purposes. We will do everything necessary to never ask for more personal data than necessary for the purpose or to keep this personal data longer than necessary. Finally, MMPumps takes the appropriate technical and organizational measures that guarantee appropriate security so that the personal data is protected against unauthorized or unlawful processing and against accidental loss, destruction, or damage.

For more information, you can always contact info@mmpumps.be.

This Privacy Statement was last updated on 15/03/2023. MMPumps reserves the right to amend this Privacy Statement at its sole discretion. It will also keep visitors informed of this.

Personal data

We define the processing of personal data as *an operation or a set of operations on personal data or a set of personal data, whether or not carried out by automated processes, such as collecting, recording, organizing, structuring, storing, updating or modifying, retrieving, consult, use, provide by means of forwarding, distribute or otherwise make available, align or combine, block, erase or destroy data.*

In accordance with current regulations, personal data means *any information relating to an identified or identifiable natural person ("the data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person.*

Examples of personal data are name, address, or e-mail address, but this also includes your IP address.

Why do we process your personal data?

MMPumps will process your personal data for the following purposes:

Processing Purposes	Legal basis
Processing your question via the contact form, by email, by telephone or via social media.	Justifiable interest
Direct marketing purposes to provide you with individual communications, promotions, offers and other advertisements from us or our selected partners.	Justifiable interest
Customer management	Execution of an agreement
Internal purposes such as audits, data analysis and research to improve the products, services and communications.	Justifiable interest

To whom do we pass on your personal data?

We will not provide your personal data to third parties in an identifiable manner, unless this is required by law or unless you have given your explicit consent.

MMPumps reserves the right to anonymize the personal data and therefore to transfer it to other organizations that can use this data to improve products and services and to organize the marketing, presentation and sale of products and services in a customized way.

MMPumps will take the necessary steps to process the personal data only within the European Economic Area.

How long do we store your personal data?

Your personal data will only be processed for as long as this is necessary for the purposes described in this Privacy Statement or if you withdraw your consent to the processing. In that case, we will take the necessary steps to stop the processing of your personal data as soon as possible.

What rights can you exercise as a data subject?

As a data subject, you have the right to inspect all personal data that MMPumps processes about you.

As a data subject, you have the right to request rectification of personal data that is incorrect or inaccurate.

When the processing of your personal data takes place based on consent, you are always able to withdraw this consent. This can be done by contacting our Data Protection Team at info@mmpumps.be.

As a data subject, you have the right to request that your personal data be deleted if they are no longer necessary considering the purposes of this Privacy Statement or if you withdraw your consent to the processing. However, this right cannot be exercised if MMPumps is obliged by another legal provision to further process this personal data.

If you wish to exercise the above rights of the data subject or if you have any further questions, you can always contact us at info@mmpumps.be. If you wish to exercise your rights, you will always have to identify yourself appropriately. This is the case if, for example, you send your request from the e-mail address that is already known to us.

If you are not satisfied with the handling of your request, you can always submit a complaint to the competent data protection authority, being the Data Protection Authority in Belgium. For more information, you can always visit www.privacycommission.be.

Cookies

Our website (www.mmpumps.be) uses cookies. Cookies are small information files that are stored on your computer's hard drive. This information makes your visit to the site faster and more efficient. If you disable the use of cookies in your browser, we cannot guarantee the correct functioning of the website. The cookies are mainly used to keep track of your session and to improve your experience on our website.

Furthermore, our website will use tracking cookies that analyze your surfing behavior so that we can inform you about activities of MMPumps that you may find interesting. This analysis will be done using Google Analytics 4. This processing of your personal data will only take place after you have given your consent. You are always able to withdraw your consent in this regard.

Which cookies do we use on www.mmpumps.be?

MMPumps uses different types of cookies. More information about the properties of the different cookies can be found in the following table:

Personal data	Processing purpose	Name	Type	Legality	Retention period
Device data, log file data, location data, unique application numbers, local storage, cookies and similar technologies	Google Analytics: keeping statistics about the website	_ga	Non Functional	Permission	2 years