

PRIVACY AND COOKIE POLICY

PREFACE

In your use of our products and services we, 4People Communications can collect information from and about you. Consider, among other things, information that you provide us when entering into an agreement on one of the products or services or information that we collect when you use our (mobile) websites, apps, web shops and other services, such as online promotions, events and promotions, , competitions and loyalty programs.

We do this in order to make our products and services increasingly better based on the insights we obtain from them (among other things by better tailoring them to your needs). We also do this for commercial reasons (to gain a better understanding of the products and services that you are interested in and to sell the advertising space that we offer to advertisers as well as possible; the majority of our (digital) products and services is fully funded from the revenue generated with the sale of advertising space).

You can read here, among other things, how we deal with you regarding information, how and what information we (can) collect and for what purposes we (can) use it. In addition, you will find information in this document about how you can view your data, how you can (have changed) or delete your data, and who the (possible) recipients of this data are.

PROCESSING BY 4PEOPLE COMMUNICATIONS

This privacy and cookie policy applies to the processing of data by 4People Communications (hereinafter "4People") and by its subsidiaries. The controllers for the processing of personal data is 4People.

We handle the processing of personal data according to the European regulations of "General Data Protection Regulation (AVG)" of May 2018. More information about the Dutch Data Protection Authority and on privacy can be found on the website of the Dutch Data Protection Authority (www.autoriteitpersoonsgegevens.nl).

Detailed information from (the subsidiaries and parts of) 4People Communications.
4 People Communications, Nuenderbeekselaan 13, 5673 RC Nuenen, the Netherlands
VoorMensen, Nuenderbeekselaan 13, 5673 RC Nuenen, the Netherlands

CONTACT

With this privacy and cookie policy we want to give you clarity about the way we handle your data. If you have questions about this document, or the processing of data (request to view, change or delete data) then you can send it by e-mail via info@4people.nl.

If you prefer to contact us by post you can find our address details on the website (s) at contact or above.

THE SUPPLY OF PERSONAL DATA IS NOT REQUIRED

You are not obliged to disclose your personal data when you purchase a product or service from us. You always have the choice whether you want to enter your personal data or not. However, in order to use some of our products and services, entering personal data is necessary.

When is the provision of data necessary?

If, for example, you subscribe to a subscription or make use of one of our (online) services, we need your data to provide the service, services optimally or to have products delivered to you and to invoice it. If you want to receive a newsletter or create an account to post on a forum, then we need at least a working e-mail address (via e-mail is asked to confirm the request to create an account).

If you are asked to enter your details, then it is indicated which data are necessary to be able to use the service (and therefore have to be filled in), the other data are therefore optional.

TYPES OF DATA

When offering products and services we can process (personal) data of subscribers on our online services, of customers and of visitors / users of our (mobile) websites, apps, web shops and other services, such as online promotions, events and promotions, competitions and loyalty programs. It differs per product / service whether, and if so, which (personal) data we can process.

Roughly there are five ways in which we can (collect) personal data:

1. Decrease / delivery of products or services (for example, subscription to an online service): the personal data that you have provided to us are processed; such as name, address and place of residence (for the purpose of delivery), financial details such as your bank account number (for the purpose of payment), and the knowledge that you have made use of that specific product / service (and therefore your interest or demand for it). goes out);
2. Creating a (4People) account on a (mobile) website or in an app: this process processes the personal data that you provide to us when you create the account / where you have given us access (in case of use). from a social login); such as your e-mail address and (user) name;
3. Applying for products / services through our (mobile) websites and apps (for example requesting an e-mail newsletter): this involves processing information that you have provided to us via the website; such as your e-mail address;
4. Use of our (mobile) websites and apps: this includes information about your use of those (mobile) websites and apps, such as the visited pages and websites within our network, the advertisements that have been shown and the advertisements you have clicked. From that information we can derive your possible interests;
5. Use of our apps: this involves processing (personal) data that you have entered via the app yourself, or information that you have provided us with (such as location data).

This data therefore differs from personal data, such as name, e-mail address, address and telephone number (data on the basis of which you can be directly identified), to information that relates to you, but on the basis of which you do not directly or indirectly can be identified. This privacy and cookie policy pertains to the way we handle all these data.

Are all these data collected from all products and services that I collect from 4People?

No. Above is a summary of the data that we could collect. This does not mean, however, that we actually request and store them everywhere. For example, it may be that one service needs your e-mail address, for example, while another does not use your e-mail address, but for example your location. For example, if you subscribe to an e-mail newsletter, we generally do not need much more than your e-mail address, your name and possibly your gender (to personalize the e-mails).

This also applies to the collection of information about your actual use of our (mobile) websites and apps. For example, some of our apps only use data about your use of the app to improve it, while others also use information about using the app to show you tailored ads.

With regard to a number of types of data, a more detailed explanation is given below (data collected on the basis of cookies, 4People account and location data).

4People can exchange your personal data with its subsidiaries as mentioned above under the heading 'Processing by 4People'.

When will my data be exchanged within 4People's subsidiaries?

Your data may in some cases be combined by us with data collected in the context of your purchase or use of various of our products or services (and / or products of our group companies) or with information from external sources (such as demographic and geographical segments). On the basis of all this information we draw up a profile so that we can better serve you and the content of these products and services (including websites and offerings) can better attune to your interests.

How are data combined, and what data?

Data collected in the context of, for example, the use of apps or other websites can be linked to your online profile and / or subscription data, so that we can better tailor our own products and services to your needs, but also use your interests and preferences for advertising space. to better sell our

websites to advertisers. Through the settings page of your 4People account you can express your preferences regarding the use of this combined data for marketing and advertising purposes.

When you complete a registration form at one of our websites, we can add the information you have entered to the cookie with which we measure your use of our online services. In addition, we do not combine all the information you enter with the online user information, but data such as your age, gender and postal code. This data will then be used for building an online profile. In addition, we can combine subscription data with information about the use of our websites if you have a subscription to one of our services and also receive an e-mail newsletter. This works as follows: via the e-mail newsletter your customer number (in our system) is linked to the unique number of the cookie. We can add your gender, age category and postcode (for example: male, 25-30 years, 4321 CD) to your cookie profile, and add the interests derived from your website use to your subscription data (if you regularly visit a particular website, then you are probably interested in similar information).

Incidentally, we can only make this link when you both subscribe to one of our online services, and also visit our websites (and have not disabled cookies), ii) for both services (e-mail newsletter and subscriber data) exactly the same e-mail address, and iii) opens this newsletter in the same browser with which you also visit websites (webmail). If one of the conditions mentioned does not apply (for example because you open your e-mail in an e-mail app on your telephone), then it is not possible for us to combine your data.

The enrichment of the subscription data is mainly aimed at being able to offer our services and products to you as a client / subscriber in a more targeted manner; the enrichment of the online information serves the purpose of making it easier to sell advertising space on our websites (all our online services are fully funded from the income generated from the sale of advertising space to advertisers).

Finally, information from external sources can be added to the data as we have processed it from you. This concerns demographic data such as we purchase, among other things. For example, general data about postcode areas (average age residents of certain postal code, average family composition, average income).

If you object to the exchange and combining of your personal data within 4People and its subsidiaries as mentioned under the heading 'Processing by 4People', you can report this via info@4People.nl (or see further contact details under 'Contact').

*Is an objection to the exchange or combining of my data within 4People always honored?
In principle yes, with a few exceptions.*

When it comes to information that is necessary to, for example, provide you with a subscription or service, or that we have to keep for tax reasons, we do not have a separate system for storing this information per company. We only have one system and can do not make a distinction between these data. As a result, this data is also exchanged with group companies.

If, for example, it concerns online data (such as information stored in a cookie), you can use cookies to choose not to accept cookies that are used to keep track of your 'interests'. In that case no information about your use of our online products and services is processed and therefore no information can be exchanged between group companies.

PURPOSE PROCESSING

We collect and process personal data for the following purposes, including via the (mobile) websites operated by us:

for the realization and execution of an agreement concluded with you;
to provide you with the agreed services, products and / or information, and to adapt these to your needs and wishes;

- to give you the opportunity to post and exchange information on one of the websites or, if the website offers the possibility to contact other users;
- if it concerns a paid service / product, to invoice. We never publish financial information on a website, nor are we made available to third parties for purposes other than the execution of the agreement. If payment is not made for our products or services, we can for example place the claim in the hands of third parties, such as a debt collection agency;
- to make targeted offers, eg via e-mail. It is also possible, for example, to display an advertisement of a product on a website or in an app of which we suspect your interest on the basis of data processed by us. In the context of the optimization of making offers we can draw up a profile of you;
- to send you a newsletter, offer, user information, service message or other electronic message;
- we can rent (name and address) data to third parties that can offer you products, services or information (see further under 'Sharing and publishing personal data');
- to analyze, maintain, optimize and secure our (mobile) websites, apps and associated technologies and to prevent fraud;
- to comply with the laws and regulations that apply to us and to handle disputes and have auditors (audit) carried out;
- to conduct market research and to prepare management information for product and service development and for determining the (general) strategy;

Here, not all data is always processed for the same purposes. For example, some data is only stored for billing purposes or for the provision of the requested service, while other data can be used, as well as for analyzing and improving the use of our websites and for making a specific offer.

In principle, we keep your personal data as long as necessary for the abovementioned purposes, or to comply with statutory (storage) obligations.

Explanation of the term use of data.

In principle, we use a period of two years after the end of the customer relationship for the use of the data we process. For example, if you receive e-mails with promotions and offer 4People products and services because you are (or have been) a customer of 4People, you will receive them no later than two years after termination of the subscription. If you receive e-mails with promotions and offers of 4People products and services because you have registered for this, you will continue to receive them until you have unsubscribed.

Transaction data (data related to the purchase / sale of a product) must in many cases be retained for tax reasons.

However, there are also data that we use in view of their relevance or sensitivity over a shorter period of time.

SHARING AND REPRESENTING PERSONAL DATA

We may exchange personal data processed by us with the subsidiaries mentioned above under the heading 'Processing by 4People' and combine these with data processed by these (subsidiary) companies. For a more detailed explanation, see 'Data types'. If you object to this, you can report this via info@4People.nl (or see further contact details under 'Contact').

Your address details (name, street, house number, postcode and / or telephone number) can also be provided to carefully selected third parties for sending information and offers by telephone and / or mail (including 'list of partners'). We can select these third parties based on the information we have collected about your product collection, internet behavior and / or subscriptions. These third parties will then use your information to make you offers that they expect those offers to suit your interests. If you do not appreciate these information or offers, we will block your details if you so request. Please contact info@4People.nl (or see further contact details under 'Contact').

Partners list? Share your address details with third parties.

Examples of 'list partners' are brands that want to reach website readers with an offer, or a producer of a product or service that the website wants to approach readers with an offer that is relevant to them. If we contact the advertiser directly with you as a user, then it is contractually stipulated that advertiser may approach the file once and thereby observe the relevant marketing regulations (such as taking into account Call Me Not Register and / or Postfilter). We also check whether advertisers comply with these conditions.

In addition, we can work together to provide information about postal codes, among other things. We use this information, among other things, for verifying address data on the basis of the postcode. They also manage a large database with name and address data ('Name, Address, City'). Like many advertisers, we use that file to send promotions and offers to former subscribers. We can in turn "list partners" name and address details of subscribers to keep the name and address details of this "List Partner" up to date.

Only if you have given us (unambiguous) permission for this, can we send you information and offers from third parties via e-mail about their products and services. Such information and offers will always be sent from 4People.

More information about e-mails with promotions and offers from third parties.

If you wish to receive actions and offers from third parties when you subscribe to one of our services, you will receive an e-mail with the offer from the advertiser. The e-mail in question will always be reviewed by us in advance. Permission previously granted for this can always be withdrawn. If it concerns an e-mail, you can unsubscribe from such service for such mailings via the unsubscribe link at the bottom of the e-mail. You can also send an e-mail to info@4people.nl (or see further contact details under 'Contact'). The advertiser does not receive your e-mail data.

For the purpose of the targeted purchase of online advertising space, we can offer third parties (advertisers) the possibility to use the segments in which we have classified visitors (based on the personal data collected by us). For example, an advertiser can indicate that his advertisement should only be shown to a target group in the age category. The advertiser can - without actually receiving the data himself - advertise specifically (otherwise the advertiser is also contractually prohibited from entering the data (in) to collect directly). Advertisers can use this on our websites, but also outside of it.

In special cases we may, without your permission, provide personal information to third parties. Special cases include, for example, legitimate requests by authorities, subpoenas or court orders, actions to detect or prevent damage or fraud, or actions to ensure the security of our network and our services.

How does that work?

Unfortunately, our services are sometimes misused. For example, by using a forum to seriously insult someone else or to wrongly accuse criminal offenses. If on the basis of the user name or the circumstances it is not clear who is responsible for these statements, it sometimes happens that we are asked for further information in the context of a criminal investigation, such as the e-mail address or IP address used when creating the account that was used to make the statements. If such a request complies with article 126n et seq. Of the Dutch Code of Criminal Procedure, we will cooperate with that.

We may also provide personal data to processors who deliver products or services to you at your request, whereby (unless otherwise stated) your personal data will only be used for the performance of that delivery obligation. These processors are not entitled to use this data for their own purposes.

Example.

For example, we do not deliver everything ourselves, but we have outsourced the delivery of our services and products. For the address we provide this third party with the address details of the subscribers.

Finally, we can share certain anonymized data with third parties, such as the number of users who searched for a particular search term, or how many users clicked on a particular ad. You can not be identified on the basis of these data.

4PEOPLE ACCOUNT

Where we offer functionalities on our websites for which the use of an account / login is necessary, we use one uniform login: the 4People account. With these 4People account (s) we try to make logging in to our digital services even easier. This way you can log in to all our digital services with one login and password and thus no longer have to invent and remember a new login name and password for each service. We aim to further facilitate the use of our services. In addition, it is also much clearer for you as a user which data is shared and used between our various services. Incidentally, it is not mandatory to use the same account everywhere, you can also create a separate account per service if you prefer for whatever reason.

The use of one account makes it possible for us to better tailor our products and services to your needs and interests. Everywhere the same account gives us the opportunity to (better) keep track of your use of our products and services. Both about different services and different devices. We will record data about your interests and preferences (profile) linked to your account. In the My Account environment of your 4People account you can set whether we can use this data for commercial purposes or not.

The 4People account also gives us the opportunity to assign your mobile / tablet and desktop to one user (at the moment you log in on your mobile and / or tablet as well as on your computer with the same account). In that case we can link the cookie that we use on your mobile to the cookie that we use on desktop to keep track of your use of our website (s). This makes it possible to apply preferences set on your computer to your mobile phone and also prevent you from seeing an advertisement that you have already seen several times on your computer on your mobile. If you do not want this, you can disable cookies on your desktop or on your mobile / tablet (profiling). Where in principle it is sufficient to disable these cookies on one of the two devices (since there is no data on one of the two devices to be connected). In the future you will be able to adjust these (and other) privacy settings directly in your account.

COOKIES

Cookies are simple small text files that are stored on the hard disk or in the memory of your computer / mobile / tablet. Cookies can not damage your computer or the files on it. Both we and advertisers and intermediaries can use cookies on our websites. For a detailed explanation of all possible cookies that can be placed when visiting one of our websites, see. Below is an overview of the cookies that we can use ourselves.

By means of cookies you can be recognized on our websites when you visit them again. For example, we use cookies to:

- keep track of the products you have in your shopping cart or to record the preferences you have set for a certain service or web page;
- for statistical purposes. In order to be able to see how often a website is visited, through which website (s) visitors end up on our website (s) and which pages are visited on a website;
- (if you have given permission for this) to better tailor advertisements on the websites you visit to your needs and interests, to prevent you from seeing a certain advertisement too often and to register how often an advertisement is shown.
- Technical explanation of the cookies used for this purpose.

If you have disabled cookies through your browser settings, there is a chance that certain functions will not work or that you will not be able to use certain services. In any case, you will see the cookie information bar on every page since our websites can not save (in a cookie) that you have visited the website before and possibly even made a choice between accepting / not accepting cookies.

As mentioned earlier, we may exchange personal data processed by us with group companies and combine your personal data with data collected in the context of your purchase or use of our products or services (or products or services of group companies). This also concerns surf data collected via cookies.

The advertisements on our websites are placed on it (on our behalf) by "Tech partners". They also place cookies on your computer. Here too, this applies to our websites only if you have given permission for this. This permission only applies to our websites and a number of third party websites where 4People carries out the sale of advertising space. For an overview of these partner websites, see below. The placed cookies are placed in our order. The "Tech partner" acts as processor in the sense of the Personal Data Protection Act, whereby 4People is responsible.

Overview of 4People websites & APP (s)

Main website company: Innovation & Realization

4People.nl and linked through: 4People.be & non-active domain names.

Second website Care & Welfare Innovation & Realization

VoorMensen.nl and linked through: 4-The-People.com & non-active domain names.

Lifestyle Women APP & website

Good-Lookz.com APP & Website

Colors & corrective methods for health and wellness website-shops

InYourColour.com and linked through: InYourcolour.nl, InYourColor.com & InYourColor.nl

Colourshealth.com and linked through: Colourhealth.nl, Colorhealth.com & Colorhealth.nl

TricksforHealth.com and linked through: TricksforHealth.nl

Webshops

4eShop.com

4-Natural.com

Advertisers and advertisers engaged by advertisers to purchase advertising space may also place cookies when displaying advertisements via our websites. The privacy and cookie policy of the company in question applies to the use of cookies by other companies. It applies that these parties have a contractual agreement (via our advertising conditions) that they may use the information collected on the basis of cookies placed via our (mobile) websites and apps only to the extent that this is necessary for the benefit of the purchased service. In other words, advertisers may only use this information to measure, measure or click on the ads the number of times the advertisement has been displayed, and whether you, as a user, place an order later on the advertiser's website after seeing the advertisement. (so that the advertiser on that basis owes an (extra) fee to the party that placed the advertisement on behalf of the advertiser).

With a limited number of parties, we have different agreements with respect to the above.

You can decide at all times whether you want to accept or reject cookies. On your first visit to our website (s), you will be informed about the use of cookies in this respect, giving you the opportunity to accept or (partially) refuse them. You can adjust this choice at any time later. If you want to change your preferences for accepting or refusing certain categories of cookies on our websites, you can always reach the page on which you can change your settings via the "Customize cookie settings" button at the top of this page. If you want to accept or refuse cookies from certain parties within a certain category, that is possible too. For example, you can unsubscribe from www.google.com/privacy_ads.html for the placing of cookies by Google and its group companies and on www.youronlinechoices.eu/en you can opt out of placing cookies by other advertising networks via our websites present advertisements.

LOCATION DETAILS

If you have given us your explicit consent, we will use your location in the apps to provide you with products, services and functions based on your location. In that case, your location will also be used to tune in on the basis of your (previous) location (s). If you no longer wish to use information tailored to your location, you can easily disable this via the settings of your telephone.

How are advertisements / services tailored to my location?

We can use your location in two ways to present advertisements / services in a targeted manner.

First of all, by setting in our system that a certain advertisement / services must be shown on every mobile phone that is located in a certain area and on which the app is opened. Our system then looks - at the moment that the (opened) app asks for an advertisement / services to show - or the location that is sent with that request meets that condition. If so, the relevant advertisement / service is shown. If not (you are not in the area or you have disabled your location), you will see another advertisement / service.

When you have enabled the use of your location, our system will send the parties that want to place an advertisement / services at that location. The "list partner" advertiser can then adapt the advertisement / service to your location.

SECURITY

We maintain at all times a security level in the processing of personal data which, in view of the state of the art, is sufficient to prevent unauthorized access to, adaptation, disclosure or loss of personal data. Think of both technical and organizational measures (such as encryption of data, access control to our locations, and limited group of employees who have access to the data, and so on).

CHILDREN UNDER 16 YEARS

Not yet 16 years old? Then ask your parents for permission to use our products and services. Have them read this privacy and cookie policy.

Want to know more about specific conditions relating to minors?

We offer a number of products and services that are (partly) aimed at children. The parent (s) or legal representative (s) of children under the age of 16 must read this privacy and cookie policy in the interest of the child and may object to the processing of the child's personal data instead of the child. or ask for correction of personal data or consent to the use of electronic contact information, such as an e-mail address, for sending information and offers from third parties about their products and services.

RESISTANCE, INSPECTION, CHANGE, AND REMOVAL OF PERSONAL DATA

We believe it is important to be transparent about the way we handle your personal data. With this privacy and cookie policy we try to offer you clarity and transparency. If you still have questions about the way we handle your personal data, please contact us via info@4People.nl (or see further contact details under 'Contact').

If you want to know which personal data we have recorded for you, do you want to change (or have changed) your data in accordance with the applicable regulations, you can send an e-mail to info@4People.nl (or see further contact details under 'Contact'). You can also state that you no longer appreciate the provision of your personal data to group companies or to third parties, the combination of your personal data to a profile, or the use of your data for making targeted offers or by e-mail or receive mail from information and offers.

Which information to send with questions about your data?

Send an e-mail to info@4People.nl o.v.v. "Inspection / modification / deletion of data" (or see further contact details under 'Contact').

In any case, please include your full name, address and place of residence in the message, attach a copy of an identification document so that we know for certain that the information you request is actually related to you and is therefore sent to the right person (for the certainty on the copy of your

proof of identification that you send it to us and make your Citizen Service Number and any photo unrecognizable). If we can not or can not fully determine which personal data your request for access to, change or deletion relates to, we may ask you to specify your request (further). We suspend the execution of your request until you have provided us with the (further) specification. We will always send you a confirmation message after completing your request.

As soon as possible after receiving your request, we will inform you if and how, and if not why not, we grant your request.

Why is a request denied?

Not every request for modification or removal will be honored. A request that relates to personal data that does not (only) relate to you will be refused. The Personal Data Protection Act also stipulates that you have the right to (re) correct factual inaccuracies. A request to amend data that does not follow that the data was factually incorrect, or does not follow that the requested change makes the data factually accurate, will therefore not be honored. We will not fully honor every request for deletion of data. In some cases, we are required by law to retain certain data (tax legislation).

Incidentally, on many of our websites you have the possibility to view or change your own personal data independently, and you can delete your personal data that you have entered on such a website by means of the options provided.

CHANGE OF PRIVACY AND COOKIE POLICY

This privacy and cookie policy can be changed. Check this page regularly to see if changes have been made. If we make substantial changes we will provide a more prominent notification, for example via our websites or by e-mail.

This privacy and cookie policy was last modified on 4 April 2024.