

Latest update: 13 March 2023

PRIVACY POLICY

This document outlines Seldia's privacy policy: how Seldia collects, uses and shares (processes) your personal data, as well as your rights regarding your personal data in accordance with the General Data Protection Regulation (GDPR).

We use our best efforts to ensure that we process it in accordance with the principles and requirements set out in the General Data Protection Regulation (EU) 2016/679 (GDPR). Seldia AISBL is the data controller responsible for the processing of personal data described in this privacy policy.

If you have any further questions on how we handle your personal data, please contact us at seldia@seldia.eu. Alternatively, you can write to us on the following address:

Seldia
Avenue de Tervueren 14
1040, Brussels
Belgium

1. What personal data do we collect?

We collect the following data:

- a) Your first name and surname
- b) Your gender
- c) Your employer's name
- d) Your working title /position
- e) Your contact details (e.g. email address, telephone number, home address)
- f) The contact details of your employer

In some occasion we may also collect:

- g) Your ID details and date of birth (registration of Board members, accessing events organised at EU institutions)
- h) Your bio, picture or a recorded video of you (events, conferences)

Once we collect this data, we store it in our database.

2. For what purposes do we process your personal data and under which legal basis?

Activity	Purpose of processing	Legal Basis
Membership related activities (organisation and participation in working groups and committee meetings, providing information on events and conferences and publications, sharing policy updates and newsletters, carrying out projects and surveys etc.)	Providing our services to members	Performance of membership contract

Running the association	Managing day-to-day activities to meet the association's transparency and legal requirements (e.g. registration of Board Members)	Legal obligation
Events and conferences	Informing you on events organised by Seldia or third parties we partner with. Managing your request to attend the events. Publishing pictures taken during an event for promotional purposes.	Performance of membership contract/Legitimate Interest. Consent: you have the right to object to having your picture taken or a video recorded with your image during an event organised by Seldia.
Interactions with stakeholders in the context of Seldia's mission	Building and strengthening relationships with EU policy makers, other trade associations, and stakeholders. Sharing our policy position and key messages.	Legitimate interest
Correspondence	Managing your contact details to respond to your email or enquiry or otherwise keep in contact	Legitimate interest
Contract relationship with third parties (e.g. IT services, event management, catering services e.t.c.)	Enquiring about rights and obligations stemming from the contract, pursuing new services and contracts	Performance of contract/Legitimate interest
Employment relationships	Managing Seldia's staff. Processing your application for a job at Seldia	Performance of contract/Legal obligations

If you communicate with us by email, postal mail, or other form of communication, we may retain such correspondence and the information contained in, including your name, contact details, as well as the content of the communication.

3. Who can access your personal data?

For the most part, your personal data will be accessed and handled by Seldia's staff. On some occasions, your personal data may be shared with:

- a) Official authorities to fulfil our legal obligations (e.g. Moniteur Belge, IBO)
- b) Other members of the association in the context of Committee meetings
- c) Third party co-organisers of an event or conference
- d) Third party service providers that we use to inform you (e.g. Mailchimp) or file sharing providers like WeTransfer.

- e) Third party service providers that we use to fulfil our obligations regarding our employment relationships

4. For how long do we store your personal data?

We keep your personal data for as long as it is necessary to provide membership services, to pursue our mission or to perform a contract. This is without prejudice to specific limitation periods foreseen by law that allow or require us to keep personal data for longer periods of time.

We will keep your personal data if you change positions, in order to engage with you in another capacity or to maintain the relationship.

5. How do you keep your personal data safe?

We apply technical and organisation measures to protect your personal data against unauthorised or unlawful processing and against any accidental loss, destruction, or damage. If you want to know more about how we protect your personal data, please contact us at seldia@seldia.eu

6. What are your rights regarding your personal data?

You have certain rights regarding how we keep and use your personal data. These are the following:

- **Information:** You have the right to be informed on how we process your personal data.
- **Access:** You have the right to access and request a copy of the personal data we are processing about you.
- **Rectification:** You have the right to require that any incomplete or inaccurate personal data that we process about you is corrected or updated.
- **Objection:** you have the right to object to our processing of your personal data based on (i) legitimate interests; (ii) direct marketing and (iii) for purposes related to statistics.
- **Deletion:** You have the right to request that we delete your personal data from our database. This right is subject to certain exceptions, for example, where we need to keep your personal data to comply with a legal obligation.
- **Portability:** You have the right to transfer your personal data from Seldia to another entity
- **Withdrawing Consent:** If you have **consented** to our processing of your personal data, you have the right to object withdraw your consent at any time. This includes cases where you wish to opt out from marketing messages that you receive from us (e.g. unsubscribe from newsletters or emails sent to you to inform you on events).

Withdrawing your consent does not affect the lawfulness of the processing that was based on your consent prior to withdrawal.

7. Can I complain to the Belgian Data Protection Authority?

If you are not happy about how we handle your personal data, you can lodge a complaint to the Belgian Data Protection Authority here: <https://www.privacycommission.be/burger/acties/contact>

8. What is Seldia's policy regarding cookies?

Cookie or Cookies are text files containing small amounts of information, which are downloaded to



The European
Direct Selling Association

your browsing device (such as a mobile device or computer) when you visit a website. If you want to read more about our cookies policy, please go [here](#).

9. Changes to this privacy policy

This privacy policy will be reviewed regularly and may be updated. You will be updated on the latest version of this policy.