

DDB Privacy Notice

Last updated: 3 June 2022

1. PURPOSE OF THIS PRIVACY NOTICE

This Privacy Notice (“**Privacy Notice**”) sets out how DDB NV/SA, a public limited company under Belgian law with registered office at Excelsiorlaan 75-77, 1930 Zaventem, Belgium, registered at the Crossroads Bank of Enterprises with company number 0412.130.828 (“**DDB**”, “**us**” or “**our**”), processes your personal data in connection with our business, including the provision of our website at <https://ddb.be/> (“**Site**”) and the services we offer (“**Services**”).

In particular, this Privacy Notice explains our approach to any personal data that we as a data controller might collect from individuals (“**you**” or “**your**”) (i) when you use our Site or Services (ii) during any other interactions with us, or (iii) which we might otherwise process as a data controller when providing Services to our clients (including the personal data we collect, why we collected it and your rights in respect of our processing of your personal data).

This Privacy Notice is intended to assist you in making informed decisions when using the Site, providing services to us and/or using our Services. Please take a moment to read and understand this Privacy Notice. It is intended to be read in conjunction with our [Terms of Use](#) and [Cookie Notice](#).

Finally, this Privacy Notice is intended to meet the requirements of the Regulation (EU) 2016/79 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (known as “**GDPR**”), as well as any national or international act or regulation in execution or replacement thereof (together referred to as “**Applicable Data Protection Law**”).

Please read this Privacy Notice carefully before providing us with personal data and do not hesitate to contact us in case you have additional questions via privacy@thegroup.be.

2. SCOPE OF THIS PRIVACY NOTICE

This Privacy Notice only applies to the use of your personal data obtained by us, whether from you directly or from a third party. It does not apply to personal data collected by third parties during your communications with those third parties or your use of their products or services (for example, where you follow links on our Site to third party websites over which we have no control).

Further, this Privacy Notice is not intended to cover the processing of workplace personal data. Accordingly, if you are engaged as applicant/employee/personnel for

us, please see our [Workplace Recruitment](#) or [Employee Privacy Notice](#) which sets out further information about how we may process your personal data in this respect.

3. HOW WE COLLECT PERSONAL DATA

We may collect and receive your personal data using different methods:

Personal data you provide to us	You may give us your personal data directly, for example, when you obtain Services via our Site, contact us with enquiries, complete forms on our Site, subscribe to receive our marketing communications or provide feedback to us.
Personal data we collect using cookies and other similar technologies	When you access and use our Site, we may collect personal data by using cookies and other similar technologies (please read our cookie notice for more information).

4. WHO WE COLLECT PERSONAL DATA ABOUT

We collect and process personal data from the following people:

Site visitors	We will collect and process your personal data in connection with your interaction with us and our Site.
People who contact us with enquiries	If you contact us with an enquiry through our Site, submit a complaint or provide any feedback to us in our surveys and feedback forms, we will collect and process your personal data in connection with your interaction with us and our Site.
Client personnel	We may collect and process your personal data in connection with the supply of Services to you and/or your organization.
Talent	If you supply services and/or content to us and/or work with us to provide services to our client (including featuring in content we produce), we may collect or process your personal data, such as your identification and contact data, financial data and CVs in connection with such supply of services and/or content to us and our clients.
Partner/supplier personnel	If you (or your organisation) supply products or services to us or otherwise partner with us, we may collect and process your personal data in connection with our receipt of those products and services and/or partnership. This may include personal data included in any email or telephone communications or recorded on any document relating to an order for the products or services, such as your contact data.

Event attendees	If you attend one of our events, we will process personal data about you in connection with your attendance at the event. For example, we may ask you to complete a registration or feedback form, or other documents relating to the event.
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5. PERSONAL DATA WE PROCESS, PURPOSE AND LEGAL GROUND

The below schedule provides you an overview of the personal data we collect about you, why we collect it (“purpose”) and what the legal ground for this processing is.

PURPOSE	CATEGORIES OF PERSONAL DATA	LEGAL GROUND
PROCESSING VIA THE WEBSITE		
To respond to your inquiries	Your identification and contact data, which may include your name, e-mail address, postal address and contact telephone number	Necessary for the performance of a contract or in order to take steps at your request prior to entering into a contract
To provide you with information on our Services through direct marketing	Your identification and contact data, which may include your name, e-mail address, postal address and contact telephone number	Depending on the applicable legal requirements: <ul style="list-style-type: none"> - Your consent - Our legitimate interest to process your personal data for direct marketing purposes
To personalize your experience on the Sites, e.g. to remember certain information so you will not have to re-enter it or to tailor the Sites around your preferences;	Web behaviour (in aggregate)	Personal data processed via cookies: <ul style="list-style-type: none"> - Cookies that are strictly necessary: our legitimate interest to tailor our websites to you - Cookies that are not strictly necessary: your consent

<p>To measure and enhance the useability of the Sites and to understand the effectiveness of our communications</p>	<p>Web behaviour (in aggregate)</p>	<p>Personal data processed via cookies:</p> <ul style="list-style-type: none"> - Cookies that are strictly necessary: our legitimate interest to measure and enhance the Sites and to learn about the effectiveness of our communications - Cookies that are not strictly necessary: your consent
<p>To operate, evaluate and improve our business (including developing new Services; improving our Services; analyzing our Services; managing our communications; performing data analytics; and performing accounting, auditing and other internal functions)</p>	<p>This may include your device IP address, domain name, identifiers associated with your devices, device and operating system type and characteristics, web browser characteristics, language preferences, clickstream data, your interactions with the Sites (such as the web pages you visit, links you click and features you use), the pages that led or referred you to the Sites, dates and times of access to the Site, and other information about your use of the Sites</p>	<p>Personal data processed via cookies:</p> <ul style="list-style-type: none"> - Cookies that are strictly necessary: our legitimate interest to measure and enhance the Sites and to learn about the effectiveness of our communications - Cookies that are not strictly necessary: your consent
OTHER TYPES OF PROCESSING		
<p>Managing events</p>	<p>This may include identification and contact data, special categories of personal data (e.g. allergies) and images.</p>	<p>Necessary for the performance of a contract or in order to take steps at your request prior to entering into a contract</p>

		Consent (where legally required to take and process your image).
To comply with and enforce applicable legal requirements , relevant industry standards, contractual obligations and our policies, including this Privacy Notice and our Terms of Service.	This may include your identification and contact data, which may include your name, e-mail address, postal address and contact telephone number	To comply with a legal obligation
<p>Business administration, finance and legal compliance, in particular:</p> <ul style="list-style-type: none"> • to facilitate the operation or effective management of our group of businesses; • for financial, accounting and tax purposes; • to comply with our legal obligations; • to enforce or protect our legal rights; • to deal with complaints; • to protect the rights of third parties (including where health or security of an individual is endangered (e.g. a fire); and • in connection with a business transition or sale such as a merger, re-organisation, 	<p>This may include identification and contact data, financial data, transaction data.</p> <p>We will not process any special (or sensitive) categories of personal data or personal data relating to criminal convictions or offences except where we are able to do so under applicable legislation or with the individual's explicit consent.</p>	<p>Where we use personal data in connection with a business transition, to enforce our legal rights or to protect the rights of third parties, it is in our legitimate interest to do so.</p> <p>For all other purposes described in this section, we will rely on our obligation to comply with law (including any court order) to process such personal data.</p>

<p>acquisition by another company, or sale of all or a portion of our assets.</p>		
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To the extent that the provision of personal data is a legal or a contractual requirement or a requirement necessary to enter into a contract, you are required to provide this personal data to us. If you choose not to do so, we may not be able to offer you certain of our Services and features of the Sites.

6. RECIPIENTS OF PERSONAL DATA

We do not disclose personal data we obtain about you to third parties, except as described in this Privacy Notice. We may share your personal data with the following recipients or categories of recipients for the purposes described in this Privacy Notice:

- (1) Our Belgian subsidiaries and affiliates (together with DDB referred to as “**The Group**”) including, without being limited thereto:
 - VOLTAGE Brussels NV/SA, Excelsiorlaan 75 – 77, company number 0760.851.172
 - DE VLOER NV/SA, Grotehondstraat, 44 1L, 2018, Antwerp, company number 0536.918.754
 - E-Graphics NV/SA, Excelsiorlaan 75-77, 1930 Zaventem, company number 0444.878.226
 - MARKETING & ENTERTAINMENT NV/SA, Excelsiorlaan 75-77, 1930 Zaventem, company number 0459.390.317
 - TBWA NV/SA, Excelsiorlaan 75-77, 1930 Zaventem, company number 0414.235.827
- (2) Our international, including US, group entities, affiliates and subsidiaries, including TBWA Worldwide Communications Group LLC, 195 Broadway 7th Floor, New York, 10007.
- (3) Our service providers who perform services on our behalf, including data analytics providers. We do not authorize our service providers to use or disclose your personal data except as necessary to perform services on our behalf or to comply with legal requirements.
- (4) Government agencies, such as law enforcement authorities, for example in response to their requests.

We also may disclose personal data about you to recipients:

- (5) if we are required to do so by law or legal process (such as a court order or subpoena);
- (6) to establish, exercise or defend our legal rights;

- (7) when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss;
- (8) in connection with an investigation of suspected or actual illegal activity;
- (9) in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation); or
- (10) otherwise with your consent.

7. INTERNATIONAL TRANSFER OF PERSONAL DATA

If you are located in the European Economic Area (“EEA”), we will comply with Applicable Data Protection Law in terms of providing adequate protection for the transfer of personal data to recipients in countries outside of the EEA.

In case we transfer your personal data to a third country or international organisation (i.e., outside the EEA), we will make sure that your personal data is either transferred to third countries that are deemed to be offering an “adequate” level of protection by the European Commission (a list of adequate third countries is available on the European Commission’s website), or alternatively, where your personal data is not sent to a country that provides an adequate level of protection, we will put in place appropriate safeguards with the entity receiving your personal data (e.g. the EU standard contractual clauses or binding corporate rules) to ensure that your personal data remains protected in accordance with Applicable Data Protection Law.

If you wish to receive more information or a copy of these safeguards, please contact us at the following e-mail address: privacy@thegroup.be.

8. HOW WE PROTECT PERSONAL DATA

We maintain administrative, technical and physical safeguards designed to protect personal data we obtain through the Sites against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

9. HOW LONG DO WE KEEP PERSONAL DATA

We retain personal data only for as long as is necessary for the purposes described in this Privacy Notice, after which it is deleted from our systems.

If any personal data is only useful for a short period (e.g. for a specific event or marketing campaign or in relation to recruitment), we will delete it at the end of that period.

If you have opted out of receiving marketing communications from us, we will need to retain certain personal data on a suppression list so that we know not to send you further marketing communications in the future.

For more information please contact us via privacy@thegroup.be.

10. PERSONAL DATA OF CHILDREN UNDER THE AGE OF 16

Our Site is not intended for use by, or targeted at, minors (individuals under the age of 16) and we do not knowingly collect personal data of minors. However, due to the nature of our organisation and the Services we provide, we may from time to time collect and process personal data relating to minors. If we do collect personal data of minors, we will comply with all applicable laws and regulations relating to the processing of personal data of minors.

11. YOUR RIGHTS AS A DATA SUBJECT

In accordance with Applicable Data Protection Law, you can exercise the following rights:

- You may request **access** to and obtain a copy of any personal data we have processed about you;
- You may also request that any of your personal data that is inaccurate or incomplete be **rectified** or completed;
- You may ask your personal data to be **erased**;
- You may **object** to the processing of your personal data, ask us to **restrict** processing of your personal data or request **portability** of your personal data;
- You may also **object**, free of charge, to the processing of your personal data for **direct** If we collect and process your personal data with your consent, you can **withdraw your consent** at any time. The withdrawal of your consent shall not affect the lawfulness of any processing based on your consent before its withdrawal;

You may exercise these rights by contacting us via the details provided below. We will manage your request in accordance with Applicable Data Protection Law.

In addition, you have the right to **lodge a complaint** with a supervisory authority.

12. OPT OUT AND UNWANTED COMMUNICATIONS

To opt-out of any future promotional or marketing communications or any other commercial communications from us, you should send a request to us via privacy@thegroup.be or use the unsubscribe button contained in each direct marketing communication.

13. THIRD PARTY LINKS AND SERVICES

This Site contains links to third party websites and services. Please remember that when you use a link to go from our Site to another website or you request a service from a third party, this Privacy Notice no longer applies to these third-party websites and third-party service providers unless we are acting as joint controllers in respect of your personal data with such third party.

Your browsing and interaction on any other websites, or your dealings with any other third-party service provider, is subject to that website’s or third-party service provider’s own rules and policies. We do not monitor, control, or endorse the privacy practices of any third parties.

This Site may integrate with social networking services. You understand that we do not control such services and are not liable for the manner in which they operate. While we may provide you with the ability to use such services in connection with our Site, we are doing so merely as an accommodation and, like you, are relying upon those third-party services to operate properly and fairly.

14. HOW TO CONTACT US

If you have any questions about this Privacy Notice, want to exercise your rights as a data subject or want to contact our data protection officer (“DPO”), you can contact us using the following methods:

Email	Send us an email at: privacy@thegroup.be
Post	Write to us at: Excelsiorlaan 75-77, 1930 Zaventem
Telephone	Call us on: +32 2 679 75 00

15. CHANGES TO THIS NOTICE

We will update this Privacy Notice from time to time to reflect any changes or proposed changes to our use of your personal data, or to comply with changes in applicable law or regulatory requirements. We may notify you by email of any significant changes to this Privacy Notice, but we encourage you to review this Privacy Notice periodically to keep up to date on how we use your personal data. If we update this Privacy Notice, we will update the effective date at the top of the page.