

PRIVACY NOTICE

This Privacy Notice concerns the processing of personal data associated with use of the Website. Specific and separate notices also apply to [making appointments](#) on this Website and to the [processing of patients' personal information](#).

WHO PROCESSES YOUR DATA?

This Privacy Notice sets out the way in which the Brussels Skin Center SRL, whose registered office is at 165 E Avenue Winston Churchill, Mailbox 70, 1180 Brussels (Belgium), registered at the Banque-Carrefour des Entreprises under number 0739.788.613 (the 'Center'), collects and uses the information of visitors to the Center's Website (available at <https://www.brussels-skin-center.be/fr/>—the 'Website') and the purposes of this collection and use. The Center undertakes to protect the information collected and to use it only in accordance with the following provisions, and in accordance with the legislation governing the protection of privacy and personal data. This Privacy Notice is subject to change and you are therefore asked to check it regularly.

WHAT CATEGORIES OF DATA ARE PROCESSED?

By accessing or using this Website, you acknowledge that the Center processes certain of your personal information, such as the IP address from which you connect to the Website, the MAC ('Media Access Control') address of the device with which you connect to the Website, the way in which you access the Website and the Website pages that you visit. On the Website, the Center does not collect any personal information that would allow you to be identified directly, such as your surname, given name or your email address, except if you make an appointment (see the *Information Notice about Making Appointments*).

WHAT ARE THE PURPOSES OF PROCESSING?

Personal data may be processed for the following purposes:

- in order to manage the Website and its search engine positioning;
- to produce Website use statistics ; and
- to optimize and improve the quality of the Website.

WHAT IS THE LEGAL BASIS OF PROCESSING?

The Center has a legitimate interest in processing personal data in order to analyze its Website positioning on search engines and to optimize this.

IS YOUR PERSONAL DATA TRANSFERRED TO THIRD PARTIES?

You acknowledge that your personal data may be transferred by the Center to its contractual partners within the limits of the purposes explained above, both inside and outside the territory of the European Economic Space, and in particular to the Website host. You acknowledge that this may involve – where applicable – a transfer of your personal data to a country that does not offer an adequate level of protection. Appropriate contractual measures will be taken to ensure the security of your personal data, in accordance with applicable legislation governing privacy and the protection of personal data. A copy of these appropriate contractual measures may be obtained on request.

USE OF COOKIES

Cookies are used on certain pages of the Website. A cookie is a small text file sent to your computer or other device and stored on your hard drive or in the device's memory. The Center uses cookies in order to improve your browsing experience. You can decline, remove, or block these cookies at any time. It is not necessary to authorize the use of cookies in your browser in order to access the Website.

Cookies can be permanent or temporary. The Center may use temporary and permanent cookies, as set out in the chart below. A temporary or 'session' cookie is placed on your computer or your mobile device when you visit certain parts of the Website and is removed when you leave your Internet browser and/or you turn off your computer or device. A permanent

or *'persistent'* cookie means that the cookie remains on your hard drive or your mobile device until you remove it. You can remove permanent cookies at any time by following the instructions in your browser's help file, or by contacting the company providing technical support for your browser or mobile device.

On your first visit to the Website, privacy information and consent to the use of cookies will appear in a *'cookie banner.'* In addition to functional (*'necessary'*) cookies, you will be able to select *'preference'* cookies, *'statistics'* (*'performance'*) cookies and/or *'marketing'* cookies. By default, only functional (*'necessary'*) cookies will be selected. By clicking on *'Show more,'* you will have access to the following information about each cookie: owner, name, description, duration, and type.

Your selection will be kept in your browser. This means that the *'cookie banner'* information will not have to be repeated on each page of the Website or when you visit again. If your consent is no longer recorded in your browser (for example, if your cookies have been removed), the *'cookie banner'* will reappear when you next visit the Website.

You can, at any time, decline, remove, or block the cookies in your browser settings. If you change computer, browser, or device, or if you use more than one computer, browser, or device, or if you remove the Center's cookies, you will have to repeat this process for each computer, each browser, and each device. Please note that by leaving the cookies active, you will enjoy a better browsing experience.

TYPES OF COOKIES USED BY THE CENTER

The Center installs and uses certain technically necessary (functional) cookies on your device that do not require your prior consent. However, other (non-functional) cookies, such as cookies designed to improve browsing by recording certain data (which will avoid you having to re-enter this data on each visit) and by adapting the Website content to your preferences, may be installed, and used on the basis of your consent.

THIRD-PARTY COOKIES: GOOGLE ANALYTICS

The Center uses analytics cookies to gather general information about the way in which users visit the Website (for example: which pages they visit most frequently). All the information collected via such cookies is used exclusively to understand and improve the functionality of the Website. The Center uses the Google Analytics tool, an analytic web service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (*'Google'*). The information relating to your use of the Website generated by Google Analytics is generally transmitted and stored on a Google server in the United States. Google will use this information on behalf of the Center to analyze your use of the Website, to compile reports on Website activity and to provide the Center with other services relating to the Website and to Internet use. The IP address transmitted by your browser as part of Google Analytics is not merged with other data from Google. You can prevent the transfer to Google of data generated and recorded by the cookie about your use of the Website (including your IP address) and prevent their processing by Google by downloading and installing the module available at <https://tools.google.com/dlpage/gaoptout>. Additional information on the general conditions of use and on Google Analytics privacy protection policy is available at: <https://www.google.com/analytics/terms/> and <https://www.google.com/policies/privacy/partners/>.

Google Analytics cookies enable the Center to understand the behavior of users (anonymously). By using these cookies, the Center can measure the success of the Website pages and improve the browsing experience.

The chart below lists the first-party and third-party cookies the Center uses on its Website:

Cookie name	Description	Period of validity	Type of Cookie
_ga	Registers a unique ID that is used to generate statistical data of how the visitor uses the website	2 years from the last refresh date	Third-party
ga#	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit	2 years	Third-party
_gat	Used by Google Analytics in order to monitor server request rates	1 day	Third-party
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	1 day	Third-party
viewed_cookie_policy	Allows the user's decision to accept or decline cookies to be stored so that the 'cookie banner' requesting the user's consent does not appear on later visits		
cookieawinfo-checkbox	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the different categories: necessary, analytics & preference		

LINKS TO THIRD-PARTY WEBSITES

The Website may contain hypertext links to other websites which are not subject to this Privacy Information Notice. The Center recommends that users examine the privacy protection policy applicable to these other websites. The Center does not accept any responsibility for the personal data and privacy practices of these websites and encourages users to examine the privacy protection policies of each of these websites before disclosing personal information.

HOW LONG IS YOUR PERSONAL DATA KEPT FOR?

Measures will be taken to ensure that your personal information is accurate, kept updated and retained for a period not exceeding that needed for the purposes described. Your personal data will be removed within fourteen (14) months of being collected. Measures will also be taken to protect your personal data from unauthorized access, unlawful processing, loss or accidental destruction, or damage to your data.

WHAT ARE YOUR RIGHTS?

You can access your personal data, as collected, and processed by the Center and ask for it to be changed or removed if it is incorrect or unnecessary. You also have the right to ask to restrict and to object to the processing of personal data, and the right to data portability (in certain cases). Where applicable, you also have the right to withdraw your consent to all processing at any time. The withdrawal of consent does not compromise the lawfulness of the processing based on the consent given before the withdrawal. To exercise these rights, please contact us by email at privacy@brussels-skin-center.be, including a copy of a document by which you can be identified. You may also object to the processing of your data for the purposes of direct marketing, where applicable, at any time, without cost and without giving a reason, by following the procedure described above. You also have the right to lodge a complaint with a regulatory authority (in particular in the European Union Member State that is your primary residence, your place of work or the place where the

alleged infringement is said to have taken place) if you consider that the processing of your personal data constitutes an infringement of data protection legislation.

WHO TO CONTACT IF YOU HAVE ANY QUESTIONS?

If you have questions or concerns about the Website or this Privacy Notice, please contact us at privacy@brussels-skin-center.be.

Last updated: 14 June 2022