

# Privacy and cookie statement

Effective date:

1 January 2024



## Introduction

Transparency comes first at DPS. The purpose of the privacy statement for business partners and visitors is to inform you of how we use and share your personal information with others.

## What will be covered in this privacy statement?

This privacy statement applies to DPS business partners, suppliers, customers, and visitors and describes how DPS processes your personal data. This privacy statement applies, for example, when you visit our website, purchase our services, or contact us.

*This privacy statement may be changed from time to time to remain in line with local and international laws and regulations. In the event of conflict between this privacy statement and local laws and/or regulations, the latter prevail.*

## What do we mean by personal data?

When we refer to 'personal data,' we mean all information that relates to you as an individual. This information may allow us to identify you directly (for example, your name) or indirectly by linking this information to other information we may already possess.

## What data do we collect about you?

If we do business with you, we may process your personal data through registration, completion of forms or emails, or other situations in which you have chosen to provide us with personal information. This can include the following information.

### *General personal details:*

- name and surname;
- salutation;
- email address;
- postcode;
- town/city;
- telephone number;
- sex;
- bank account;
- VAT number

### *Information about websites and cookies:*

- logs and monitoring data generated when sending information over DPS' network;
- IP addresses, MAC addresses of the devices you use to communicate with us;
- device data;
- data from user accounts;
- time and data of your communication with us;
- your current or assumed location (determined via the above-mentioned information);
- information relating to your interests (services that you view on our website);
- cookie preferences;
- information obtained from cookies or pixels and comparable tracking technology that we use on our website;
- data relating to the content of texts that can be read on or downloaded from our websites (based on topic).

### *Other information:*

information relating to your requests for information, requests for support, and your communication with DPS.

## Why do we use your data?

We use your personal data for one or more of the following purposes:

- to agree a contract, including the management of services from and to DPS, and the delivery of services;
- to carry out your request for information or expert advice, or to have one of our professionals contact you;
- to send you marketing information about our company and our products or services;
- to develop and improve our products and/or services;
- to enable organizational analysis and development, reports to management, and corporate or financial transactions, such as acquisitions and divestitures; and/or
- to comply with legal or other regulatory requirements, including disclosure of personal data to government agencies or regulatory authorities, and to exercise or defend legal claims.

## On what legal basis?

We use the following legal basis to process your personal data for the activities described above:

- our legitimate business interests;
- to sign a contract with you and manage that contract;
- to comply with statutory and legal obligations; and/or
- your voluntary, specific, and informed consent.

## Who has access to your personal data?

To use the data we have about you, employees and sometimes third parties need to access that data. The following applies in this regard.

### *Access Within DPS*

DPS will only use your personal data where needed to realize the above-mentioned purposes. Relevant DPS employees (e.g. from the Marketing and Communications department) may use your data to carry out their work in line with the purposes for which your personal data were collected.

### *Access By Associated Companies*

DPS can also share your personal data with its associated companies. This is always done only for the purposes mentioned above and is always subject to rules established by DPS for that purpose. These rules are designed to ensure secure internal data transfers between DPS and its affiliates.

### *Access For Other Companies*

We can also share certain personal data with third parties outside DPS. If we do that, we will also, where necessary, take technical and organizational measures to ensure that your data are only used for the stated purposes, and are processed under an appropriate duty of confidentiality.

Such third parties can include:

- providers of IT security to provide services such as hosting websites, data analysis, processing payments and invoices, customer services, email delivery, managing customer relations, identity management, marketing information, and other services;
- other IT providers to enable them to send you marketing messages in accordance with your choices if you have consented to this (for example by having a subscription to a newsletter);
- government bodies, governments, regulatory or fiscal bodies, or law enforcement, to comply with relevant laws and to protect our and your rights, privacy, safety, or property;
- insurance companies, tax and legal advisors, and accountants;
- and/or training and development organizations or advisors.

If you visit other websites via links that you find on DPS.com, please take into account that the privacy and cookie statements of these companies apply and not those of DPS.

***We do not sell your personal details to third parties.***

*International transfers*

DPS protects your rights and will only save your personal data in and transfer it to countries with established appropriate safeguards (such as an EU-recognized effective level of protection (adequacy decision) or that use a model contract established by the EU, and ensure that your personal data are treated securely and in accordance with this privacy statement.

*Cookies and tracking technologies*

We may use cookies or pixels, or similar technologies when you communicate with and use the DPS website and click on our ads/banners on social media pages, or in our emails. In most cases we cannot directly identify you based on the information we collect using these technologies.

We save cookies on your computer in accordance with the latest regulations, based on your consent for our cookie management program (the banner on the website's start page that will appear during your first visit to our website). This ensures optimal and fastest functioning of our website. DPS will be able to improve the user friendliness and look of its website to promote and adapt products to your interests.

You can always change your consent by clicking on the button at the bottom of the 'cookie preferences' page and selecting your desired options. By changing your browser settings, you can also ensure that your browser does not accept cookies from this website. Please be aware that you may then no longer be able to use all our website features and functionalities. Certain settings for videos and animations are, for example, saved between sessions.

**What types of cookies do we use?**

DPS can place various types of cookies.

*Required Cookies*

These cookies are needed to enable our website to function and cannot be rejected or disabled, such as language choice, privacy settings, or login details.

*Functional Analysis Cookies*

These cookies give us the option to analyze the behavior of our website visitors so that we can count the number of visits and the visited pages, and measure and improve the performance of our website. They help us to ascertain which pages are the most and least popular and to see whether we can simplify user interaction with the website.

*Advertising Cookies*

These cookies are used to provide advertising that is relevant to your interests, within or outside our website.

**For how long do we use your data?**

We save your personal data only for the time needed to serve the purposes for which they were obtained (and/or to comply with statutory requirements). Your personal data will then be deleted or anonymized. Please take into account that we need to save certain information in accordance with statutory provisions, and that it is possible that residual information that is not deleted will remain in our databases and other records.

**How do we safeguard your data security?**

DPS handles your personal data with the utmost care. We have taken various technical and organizational measures to protect your personal data from loss or change, unauthorized access, or misuse. We secure our systems according to appropriate security measures based on information security standards. We also ensure that these measures meet applicable data protection and data security legislation.

### **What are your data protection rights?**

You can unsubscribe or de-register for receiving electronic communications from DPS at any time. If you no longer wish to receive marketing-related emails, you can click on the unsubscribe button at the bottom of every promotional email you receive from us.

You also have the following rights with respect to your personal data:

- to access, correct, or erase the personal information DPS holds about you (unless this is required by law or it is necessary for us to save this information);
- to restrict or object to DPS' processing of your personal data (under certain conditions);
- to request a copy of your personal data (in general format and under certain conditions).

If you wish to use one of these rights, please send an email to: [eric.de-vries@dsm.com](mailto:eric.de-vries@dsm.com).

If you wish to exercise your rights, the more specific you are, the better we can help with your request. If you are concerned about the way in which DPS handles your data, please contact us and we will investigate your concerns. You should also not forget that you are entitled to submit a complaint about DPS to a competent regulatory authority in your country or region.

### **How to contact us regarding this privacy statement?**

If you have questions about DPS' use of your personal data or about this privacy statement, please send an email to: [eric.de-vries@dsm.com](mailto:eric.de-vries@dsm.com)

