

Data Protection Declaration

1. Information on the Collection of Personal Data and Contact Details of the Controller

1.1 We are pleased that you are visiting our website and thank you for your interest. In the following, we inform you about the handling of your personal data when using our website. Personal data is all data with which you can be personally identified.

1.2 The data controller in charge for data processing on this website within the meaning of the General Data Protection Regulation (GDPR) is KEAC Parkstad b.v., P. Dorrstr. 4a, 6466 HZ Kerkrade, Netherlands Tel.: +31 45-5439248, Fax: +31 45-5439243, E-Mail: info@keac.nl. The controller in charge of the processing of personal data is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data.

1.3 The controller has designated a data protection officer (Functionaris Gegevensverwerker) for this website. He can be reached as follows: Dr. John Kamsteeg, KEAC Parkstad b.v., P. Dorrstr. 4a, 6466 HZ Kerkrade, Netherlands.

1.4 This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. requests for information, orders or inquiries to the controller). You can recognize an encrypted connection by the character string https:// and the lock symbol in your browser line.

2. Data Collection When You Visit Our Website

When using our website for information only, i.e. if you do not register or otherwise provide us with information, we only collect data that your browser transmits to our server (so-called "server log files"). When you visit our website, we collect the following data that is technically necessary for us to display the website to you:

- Our visited website keac.nl (you can be redirected from any other country as keac.es)
- Date and time at the moment of access
- Amount of data sent in bytes
- Source/reference from which you came to the page
- browser used
- operating system used
- IP address used (if applicable: in anonymized form; reduced length)

Data processing is carried out in accordance with Art. 6 (1) point f. of the GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data will not be passed on or used in any other way. However, we check the server log files subsequently, if there are any concrete indications of illegal use.

3. Cookies

In order to make your visit to our website attractive and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your terminal and enable us or our partner companies (third-party cookies) to recognize your browser on your next visit (persistent cookies). If cookies are set, they collect and process specific user information such as browser and location data as well as IP address values according to individual requirements. Persistent cookies are automatically deleted after a specified period, which may vary depending on the cookie.

In some cases, cookies are used to simplify the ordering process by saving settings (e.g. remembering the content of a virtual shopping basket for a later visit to the website). If personal data are also processed by individual cookies set by us, the processing is carried out in accordance with Art. 6 (1) point b. of the GDPR either for the execution of the contract or in accordance with Art. 6 (1) point f. of the GDPR to safeguard our legitimate interests in the best possible functionality of the website and a customer-friendly and effective design of the page visit.

Please note that you can set your browser in such a way that you are informed about the setting of cookies and you can decide individually about their acceptance or exclude the acceptance of cookies for certain cases or generally. Each browser differs in the way it manages the cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You will find these for the respective browsers under the following links:

Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox: <https://www.mozilla.org/en-US/privacy/websites/#cookies>

Google:

<https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en>

Safari: <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Opera: <http://help.opera.com/Windows/10.20/en/cookies.html>

Please note that the functionality of our website may be limited if cookies are not accepted.

4. Contacting

In the context of contacting us (e.g. via contact form or e-mail), personal data will be collected. Which data is collected in the case of a contact form can be seen from the respective contact form. These data are stored and used exclusively for the purpose of responding to your request or for establishing contact and for the associated technical administration. The legal basis for processing data is our legitimate interest in responding to your request in accordance with Art. 6 (1) point f. of the GDPR. If your contact is aimed at concluding a contract, the additional legal basis for the processing is Art. 6 (1) point b. of the GDPR. Your data will be deleted after final processing of your

enquiry; this is the case if it can be inferred from the circumstances that the facts in question have been finally clarified, provided that there are no legal storage obligations to the contrary.

5. Data Processing When Opening a Customer Account and for Contract Processing

Pursuant to Art. 6 (1) point b. of the GDPR, personal data will continue to be collected and processed if you provide them to us for the execution of a contract or when opening a customer account. Which data is collected can be seen from the respective input forms. It is possible to delete your customer account at any time. This can be done by sending a message to the above-mentioned address of the controller. We store and use the data provided by you for contract processing. After complete processing of the contract or deletion of your customer account, your data will be blocked in consideration of tax and commercial retention periods and deleted after expiry of these periods, unless you have expressly consented to further use of your data or a legally permitted further use of data has been reserved by our site, about which we will inform you accordingly below.

6. Processing of Data for the Purpose of Order Handling

6.1 To process your order, we work together with the following service provider(s), which support us wholly or partially in the execution of concluded contracts. Certain personal data is transferred to these service providers in accordance with the following information.

The personal data collected by us will be passed on to the transport company commissioned with the delivery within the scope of contract processing, insofar as this is necessary for the delivery of the goods. We will pass on your payment data to the commissioned credit institution within the framework of payment processing, if this is necessary for payment handling. If payment service providers are used, we explicitly inform you of this below. The legal basis for the transfer of data is Art. 6 (1) point b. of the GDPR.

6.2 Passing on Personal Data to Shipping Service Providers

6.2a GLS (for the Netherlands, Germany, Austria, France, Belgium and Luxemburg)

If delivery of goods takes place by the transport service GLS (General Logistics Systems Netherlands, Proostwetering 40, 3543 AG Utrecht), we will pass on your e-mail address to GLS in accordance with Art. 6 (1) point a. of the GDPR, prior to delivery of the goods, for the purpose of coordinating a date of delivery or of a notice about the shipment status, if you have given your express consent during the ordering process. Otherwise, only the name of the recipient and the delivery address will be passed on to UPS for the purpose of delivery in accordance with Art. 6 (1) point b. of the GDPR. The data will only be passed on if this is necessary for the delivery of the goods. In this case, prior agreement of the delivery date with GLS or transmission of status information for shipment delivery is not possible.

The consent can be revoked at any time with effect for the future either with the controller or with the transport service provider GLS.

6.2b PostNL (for Denmark, Norway, Sweden, Polen, Hungary, Greece, Spain, Portugal)

If delivery of goods takes place by the transport service Koninklijke PostNL b.v. (PostNL.nl) Prinses Beatrixlaan 23, 2545 AK Den Haag), we will pass on your e-mail address to PostNL in accordance with Art. 6 (1) point a. of the GDPR, prior to delivery of the goods, for the purpose of coordinating a date of delivery or of a notice about the shipment status, if you have given your express consent during the ordering process. Otherwise, only the name of the recipient and the delivery address will be passed on to PostNL for the purpose of delivery in accordance with Art. 6 (1) point b. of the GDPR. The data will only be passed on if this is necessary for the delivery of the goods. In this case, prior agreement of the delivery date with GLS or transmission of status information for shipment delivery is not possible.

6.2c Deutsche Post/DHL (for Switzerland and some parcels in Germany)

If delivery of goods takes place by the transport service Deutsche Post DHL Group, (Post Tower, Charles de Gaulle-Straße 20, Bonn), we will pass on your e-mail address to DP/DHL in accordance with Art. 6 (1) point a. of the GDPR, prior to delivery of the goods, for the purpose of coordinating a date of delivery or of a notice about the shipment status, if you have given your express consent during the ordering process. Otherwise, only the name of the recipient and the delivery address will be passed on to DP/DHL for the purpose of delivery in accordance with Art. 6 (1) point b. of the GDPR. The data will only be passed on if this is necessary for the delivery of the goods. In this case, prior agreement of the delivery date with DP/DHL or transmission of status information for shipment delivery is not possible.

6.3 Use of Payment Service Providers

- Paypal

When paying via PayPal, credit card via PayPal, direct debit via PayPal or - if offered - "purchase on account" or "payment by instalments" via PayPal, we transmit your payment data to PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal"). The transfer takes place in accordance with Art. 6 (1) point b. of the GDPR and only insofar as this is necessary for payment processing. PayPal reserves the right to carry out credit checks for the payment methods credit card via PayPal, direct debit via PayPal or, if offered, "purchase on account" or "payment by installments" via PayPal. For this purpose, your payment data may be passed on to credit agencies on the basis of PayPal's legitimate interest in determining your solvency pursuant to Art. 6 (1) point f. of the GDPR. PayPal uses the result of the credit assessment in relation to the statistical probability of non-payment for the purpose of deciding on the provision of the respective payment method. The credit report can contain probability values (so-called score values). If score values are included in the result of the credit report, they are based on recognized scientific, mathematical-statistical methods. The calculation of the score values includes, but is not limited to, address data. For further information on data protection law, including the credit agencies used, please refer to PayPal's data protection declaration at:

<https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>.

You can object to this processing of your data at any time by sending a message to PayPal. However, PayPal may still be entitled to process your personal data if this is necessary for contractual payment processing.

- SOFORT

If you select the "SOFORT" payment method, payment will be processed by the payment service provider SOFORT GmbH, Theresienhöhe 12, 80339 Munich, Germany (hereinafter "SOFORT"), to whom we will pass on your information provided during the order process together with the information about your order in accordance with Art. 6 (1) point b. GDPR. SOFORT is part of the Klarna Group (Klarna Bank AB (publ), Sveavägen 46, 11134 Stockholm, Sweden). Your data will only be passed on for the purpose of payment processing with the payment service provider SOFORT and only to the extent necessary. For more information about the privacy policy of SOFORT visit:

<https://www.klarna.com/uk/privacy-policy/>.

7. Processing of Data for the Purpose of Sample Handling

When blood or urine samples are send in, name, address, sex, birthday and therapist (General Practitioner, medical specialist, Heilpraktiker, naturopath) are registered. If the client wants to receive the result per E-mail, also the mail address is collected. The personal data are primary used to produce the result of the laboratory test and the invoice. If samples are send to our laboratories, only name, day of birth and sex are registered; no other information is shared.

8. Use of Videos

Use of YouTube Videos

This website uses the YouTube embedding function for display and playback of videos offered by the provider YouTube, which belongs to Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google").

To this end, the extended data protection mode is used to ensure, according to provider information, that user information will only be stored once the playback function of the video is started. When the playback of embedded YouTube videos is started, the provider sets "YouTube" cookies in order to collect information about user behavior. According to indications from YouTube, the use of those cookies is intended, among other things, to record video statistics, to improve user-friendliness and to avoid improper actions. If you are logged in to Google, your information will be directly associated with your account when you click on a video. If you do not wish to be associated with your profile on YouTube, you must log out before activating the button. Google saves your data (even for users who are not logged in) as usage profiles and evaluates them. Such an evaluation takes place in particular according to Art. 6 (1) point f. of the GDPR on the basis of the legitimate interests of Google in the insertion of personalized advertising, market research and/or demand-oriented design of its website. You have the right to object to the creation of these user profiles, whereby you must contact YouTube to exercise this right.

Regardless of whether the embedded video is played back, a connection to the Google network "double click" is established when visiting this website. This may trigger further data processing beyond our control.

Google LLC, based in the USA, is certified for the US-European data protection agreement "Privacy Shield", which guarantees compliance with the data protection level applicable in the EU.

Further information on YouTube data protection can be found in the provider's data protection statement at: www.google.com/policies/privacy/

9. Web Analysis Services

Google (Universal) Analytics and WP Statistics

- WP Statistics

This website uses WordPress Statistics, a web analysis service of WordPress. WordPress is a free weblog software, which under the terms of the GNU General Public License (GPL) is published. WordPress is developed by Matthew Mullenweg, but it is supported by a large group of developers. WordPress is the most used content management system. For the analysis no cookies are necessary. This website exclusively uses an extension which ensures an anonymization of the IP address by shortening it and excludes a direct personal relationship. As a result of the extension, your IP address will previously be shortened within member states of the European Union or in other signatory states to the Agreement on the European Economic Area.

- Disable Website Statistics

You may refuse the use of cookies by selecting the appropriate settings on your browser. However, we should point out that in that case you might not be able to use the full functionality of our website. You may permanently refuse Google to collect data generated by cookies regarding the use of the website (including your IP address) and to process them. You can download and install the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

As an alternative to the browser plug-in or for browsers on mobile devices, please click on the following link in order to set an opt-out cookie which disables Google Analytics to collect data on this website in the future (this opt-out cookie only functions for this browser and this domain. If you delete your cookies on this browser, you must click again on this link):

- Disable Google Analytics

Google LLC, based in the United States, is certified for the US-European data protection agreement "Privacy Shield", which guarantees compliance with the data protection level applicable in the EU.

More information on how Google Analytics handles user data can be found in Google's privacy policy at: <https://support.google.com/analytics/answer/6004245?hl=en>

10. Rights of the Data Subject

10.1 The applicable data protection law grants you comprehensive rights of data subjects (rights of information and intervention) vis-à-vis the data controller with regard to the processing of your personal data, about which we inform you below:

- Right of access by the data subject pursuant to Art. 15 of the GDPR
- Right to rectification pursuant to Art. 16 of the GDPR
- Right to erase (“right to be forgotten”) pursuant to Art. 17 of the GDPR
- Right to restriction of processing pursuant to Art. 18 of the GDPR
- Right to data portability pursuant to Art. 20 of the GDPR
- Right to withdraw a given consent pursuant to Art. 7 (3) of the GDPR
- Right to lodge a complaint pursuant to Art. 77 of the GDPR

11. Duration of Storage of Personal Data

The duration of the storage of personal data is determined by the respective legal retention period (e.g. commercial and tax retention periods). After expiry of this period, the corresponding data will be routinely deleted, provided they are no longer necessary for the performance or initiation of the contract and/or there is no longer any legitimate interest on our part in the further storage. Personal (medical) files should be stored for at least 15 years. In the case of children even longer (15 years of the day they become 18 year). Personal data of i.e. a laboratory determination can be deleted after 40 - 80 days, depending on the way of payment. Except the name and day of birth all other information can be erased in our finance program as well. Nevertheless the history of the invoice can never be erased and has to be stored for at least 7 years.