



BIG GREEN EGG PRIVACY STATEMENT

Version dated 14 august 2020

INTRODUCTION

This privacy statement relates to all the personal customer details collected and/or used by Big Green Egg Europe B.V., located in (2678 MH) De Lier at Leemolen 80 (hereinafter referred to as: "BGEE"), e.g. when visiting our website www.biggreenegg.eu and social media pages, when completing the contact form on our website, when registering for our newsletter or community, or when registering your EGG, etc.

In this privacy statement, we explain how we process your personal details and what your rights are, among other things.

This document contains the following information:

1. Why do we collect and use your personal details?
2. Which personal details do we collect and use?
3. How do we collect your personal details?
4. With whom do we share your personal details?
5. How do we secure your personal details?
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1. Why do we collect and use your personal details?

We ask you to share your personal details with us for the following purposes, among others:

- maintaining contact with our customers, including responding to your questions and requests;
- registering your EGG;
- providing you with information about BGEE and its products;
- enabling you to participate in our online community and to visit our channels/pages on social media;
- storing your preferences for any future interaction with and communication from BGEE;
- sending personal messages that connect to your personal interests, based on information you have shared with us and the information we collected through your use of our website and social media via cookies or similar technologies.

If you are a dealer, we will ask you to provide us with personal information for the following purposes, among others:

- displaying your details on our website;
- facilitating customer relations and customer contact;
- improving communication;
- responding to questions and/or requests, as well as providing information on BGEE and its products;



We will, in general, only process your personal details for the purposes listed here. If we use your details for other (closely related) objectives, we will build in additional data protection measures where required by law.

2. Which personal details do we collect and use?

During your interactions with BGEE, e.g. when you complete the contact form on our website, when registering for our newsletter, when registering your EGG or when visiting our social media pages (on Facebook, for example), we could ask you for specific details or collect these, such as:

- your first and surname;
- your company; - your gender;
- your address; - your e-mail address;
- your EGG model;
- your preferred language;
- the name and address of the shop/dealer where you bought your product(s) and the date of purchase;
- the name, address, website, e-mail address and telephone number of your point of sale;
- your interests;
- information on the use of your EGG;
- other information relating to your online activities;
- whether you wish to receive the newsletter and if you agree to the BGEE warranty terms and conditions.

Depending on the preferences you have set on various social media pages, certain personal details could be shared with BGEE; related to your online activities, for example, and your social media profiles (such as your interests, civil status, gender, username, photo, comments you have posted, etc.).

In addition to this, we can collect your personal data via cookies or similar technologies (also see below).

3. How do we collect your personal details?

Contact form

We would like to enable you to contact us to ask questions and/or make comments. Such contact is possible via the contact form on our website. In order to adequately respond to your questions and/or comments, we will ask you for some personal details via the contact form. If you do not enter these personal details on the contact form, we cannot respond to your questions and/or comments.

Newsletter

We would like to keep you informed of news, fun events, campaigns and new products. We do so via the Big Green Egg newsletter. You can subscribe to our newsletter via our website. In order to be able to send you our newsletter, we ask that you provide certain personal details. If you do not provide these personal details, we cannot send you our newsletter.



Product registration

If you wish to make use of the BGEE warranty, you must register your EGG. You can do so via the product registration form on our website. In order to apply the warranty correctly and be able to contact you to discuss it, we ask that you provide certain personal details when completing the product registration form. If you do not enter these personal details, you cannot take advantage of the BGEE warranty.

Registering for the online community

We would like to acquaint you with other users of our products and keep you informed of the latest news, culinary options and tips on doing more with your EGG than you thought possible. For this reason, we would like to offer you the opportunity to register for our Big Green Egg community. You can register for the community via our website. As part of the registration process, we ask that you enter certain personal details. If you do not enter these personal details, you will not be able to participate in the online Big Green Egg community.

Social media

We offer our target group interesting content via social media, enabling them to remain involved in our company and our products. When you visit these social media pages, you must be familiar with the resources these sites offer to set your preferences where the sharing of your personal details via your social media profiles is concerned. We are bound to the privacy policies maintained by the social media sites. Depending on the preferences you have set on your social media pages, it may transpire that certain personal information will be shared between the social media pages and BGEE.

Cookies

More information on cookies

BGEE strives to make your online experience and interaction with our websites as informative and relevant as possible. In order to achieve this, we use cookies or similar technologies. We feel that it is important for you to know which cookies our website uses and for what purposes. On the one hand, this will contribute to the protection of your privacy, while on the other it will ensure that our website remains as user-friendly as possible.

What are cookies?

Cookies are small text files that are stored on your end equipment (i.e. a computer or mobile device) when visiting certain websites. BGEE may use similar technologies, such as pixels, web beacons, etc. For the purpose of consistency, all these technologies will hereafter be referred to as 'cookies'.

Why are cookies used?

Cookies can be used for various purposes. Cookies could be required to make the website function properly. For example, without cookies it would be hard to remember that you have registered for a website, or which products you've added to your shopping cart. These cookies are called functional cookies.



Cookies can also be used to analyse the use of a website, record the number of visitors or to find out how the website could be improved upon. We will not link the website statistics and other reports to the individual users. These cookies are called analytical cookies.

In addition, cookies are used for social media to enable their integration into the website. This makes it possible to immediately like or share a page or product on your favourite social media platform.

A fourth important application of cookies is online advertising. This allows for personalised ads that could be relevant or of interest to you, both in and outside our website. This is done with the aid of cookies for (targeted) advertising.

Managing or disabling cookies in your browser

You can manage your cookie settings in your browser. If you simply disable all cookies or all our cookies in your browser settings, certain parts or functions of our website(s) may not work anymore, as we can no longer use the cookies that are required for the proper operation of the website. You can find more information on disabling cookies or managing your browser's cookie settings below:

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Firefox <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-websitepreferences>
- Internet Explorer: <http://windows.microsoft.com/en-GB/windows-vista/Block-or-allowcookies>
- Safari: <http://help.apple.com/safari/mac/8.0/#/sfri11471>

4. With whom do we share your personal details?

In general, we will not share your personal details with parties outside the European Economic Area ("EEA"). We can, however, share your information with affiliated enterprises within the EEA. In addition, it is possible that cookies may be placed by third parties.

While we do share your personal details with ICT service providers, we only do so in accordance with the applicable legislation. We will only grant such service providers access to your personal details after we have concluded processor agreements with them, in which we among other things impose a confidentiality obligation and compel them to only process your personal data under our authority.

In addition, we will only allow third parties access to your personal details if we deem it to be required on the basis of applicable legislation or on the basis of a legal request thereto.

5. How do we secure your personal details?

We have taken appropriate technical and organisational security measures to protect your personal details against loss, misuse and unauthorised access by third parties. In addition, we compel all our ICT providers who have access to your personal details to also take similar and appropriate technical and organisational security measures.



6. What are your rights?

You can use the contact information at the bottom of the privacy statement to contact us, if you:

- wish to know whether and which personal details we process;
- wish to correct your personal details; - wish to delete your personal details;
- wish to limit the processing of your personal details;
- wish to object against the processing of your personal details;
- want us to transfer your personal details to you or to another organisation.

We are entitled to request additional information from you in order to establish your identity. We will inform you within due time of the measures we've taken and, in any case, within one month after we have received your request. If necessary, this period could be extended by another two months, also due to the complexity or the number of requests. We will inform you of such a term extension within one month of the receipt of your request. We shall also explain the reasons for this extension.

You have the right, at any time, to file a complaint with the supervisory authority.

7. Changes

Our products and services are subject to continuous development. For this reason, we reserve the right to change or supplement this privacy statement from time to time and to post any changed versions on our websites.

We will place a prominent notification on our privacy statement page to inform you of important changes in this privacy statement. In addition, at the top of this notification we will state when the statement was last revised. We recommend that you read the latest version on a regular basis.

The new privacy statement comes into effect once it has been posted. If you disagree with the adapted statement, you must alter your preferences or consider no longer using our web pages. If you continue to make use of or open our services after these changes have come into effect, you are deemed to agree to the adapted privacy statement.

8. Contact

You can contact us via service@biggreenegg.eu.