

FUMEX BV – Privacy & Cookie Policy

A. Privacy Policy

Effective date: 31 October 2025

We appreciate your visit to our website and we value your privacy. This Privacy and Cookie Policy explains how FUMEX BV ("FUMEX", "we", "us", "our") collects, uses and protects your personal data in accordance with the General Data Protection Regulation (EU) 2016/679 (GDPR), the Belgian Data Protection Act of 30 July 2018, and other applicable privacy legislation.

1. Data Controller

The controller responsible for processing your data is:

FUMEX BV

Registered office: Kerkhofstraat 61, 2627 Schelle

Company number: BE0770301348

Email: jordy@fumex.be

Phone: +32471/52.84.14

Website: <https://www.fumex.be>

FUMEX has not appointed a Data Protection Officer (DPO). For any privacy-related questions, you may contact us at jordy@fumex.be

2. Purposes and Legal Bases for Processing

We process your personal data for the following purposes, based on the following legal grounds under Article 6 GDPR:

- To perform a contract with you (Art. 6(1)(b));
- To comply with legal obligations (Art. 6(1)(c));
- For our legitimate interests in improving our services and communications (Art. 6(1)(f)), unless overridden by your interests or rights;
- Based on your consent for marketing activities or non-essential cookies (Art. 6(1)(a)).

Automated decision-making / profiling: We do not use your data for automated decision-making that produces legal or significant effects concerning you.

3. Categories of Data

We may collect and process the following categories of personal data:

- Identification and contact data (name, address, email, phone number);
- Financial and transactional data (payment details);

- Website usage data (cookies, IP address, device information);
- Marketing preferences and communications.

4. Data Retention

We retain your personal data only as long as necessary for the purposes for which it was collected or as required by law:

- Customer data: up to 10 years after last contact;
- Marketing data: until consent is withdrawn or after 3 years of inactivity;
- Cookies and consent records: for the duration indicated in our cookie table or up to 12 months for consent records.

5. Data Transfers

FUMEX may transfer personal data outside the European Economic Area (EEA). In such cases, we ensure adequate protection by:

- Relying on an EU adequacy decision (e.g. EU-US Data Privacy Framework), or
- Using the European Commission's Standard Contractual Clauses (SCCs).

6. Data Recipients

We share your personal data only when necessary with trusted processors, including MailerLite, Google Firebase, and IT service providers. Each partner is bound by a data processing agreement in accordance with Article 28 GDPR to ensure equivalent levels of security and confidentiality.

7. Rights of the Data Subject

You have the right to:

- Access your data and obtain a copy;
- Request rectification or erasure;
- Restrict or object to processing;
- Withdraw your consent at any time;
- Request data portability;
- Lodge a complaint with the Belgian Data Protection Authority.

(GBA):

Gegevensbeschermingsautoriteit – Rue de la Presse 35, 1000 Brussels

contact@apd-gba.be

www.gegevensbeschermingsautoriteit.be

Requests may be sent to jordy@fumex.be, accompanied by proof of identity.

8. Security Measures

FUMEX applies appropriate technical and organisational measures to secure your personal data and prevent destruction, loss, alteration or unauthorised access. Our website uses **SSL encryption (https)** and undergoes regular security updates. Despite these measures, we cannot guarantee absolute security.

9. Minors

We do not knowingly collect personal data from children under 13 years of age without parental consent. Parents are encouraged to supervise their children's online activity. If you believe we have collected such data, please contact us for prompt deletion.

10. Jurisdiction and Applicable Law

This Privacy Policy is governed by Belgian law. Only the courts of the judicial district of Brussels have jurisdiction over disputes concerning this Policy.

B. Cookie Policy

This Cookie Policy explains what cookies are, how we use them, and how you can manage your preferences.

1. What Are Cookies?

Cookies are small text files stored on your device when visiting a website. They help the site function properly, improve security, and provide insights into usage for performance and marketing.

2. Types of Cookies Used

- Essential cookies – required for core functionality.
- Functional cookies – support non-essential features such as embedded videos.
- Analytics cookies – help us understand how users interact with our website.
- Marketing cookies – used to deliver relevant advertising.
- Preference cookies – store user settings such as language.

3. Legal Basis for Cookies

Essential cookies are installed automatically. Non-essential cookies (analytics, marketing, etc.) are placed only after you have given explicit consent through our cookie banner. You

may withdraw or modify your consent at any time.

4. Managing Cookie Preferences

On our website a cookie banner is displayed when you first visit. The banner offers clearly two equal and visible buttons: **“Accept all cookies”** and **“Reject all non-essential cookies”**. The “Reject” option is presented with equal prominence as the “Accept” option. Non-essential cookies (e.g., analytics and marketing) are blocked until you make your choice. You may also choose which categories to accept or reject via the “Cookie Settings” panel. No non-essential cookie is set or executed before you give your active consent.

When you open the Cookie Settings panel, no non-essential cookie category is activated by default. You must opt-in to each category individually if you wish

You can withdraw or change your consent at any time with the same one-click ease as you originally gave it, via the “Cookie Settings” link available on our website

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. Listed below are the links to the support documents on how to manage and delete cookies from the major web browsers.

Chrome: <https://support.google.com/accounts/answer/32050>

Safari: <https://support.apple.com/en-in/guide/safari/sfri11471/mac>

Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox?redirectslug=delete-cookies-remove-info-websites-stored&redirectlocale=en-US>

Internet Explorer: <https://support.microsoft.com/en-us/topic/how-to-delete-cookie-files-in-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

If you are using any other web browser, please visit your browser’s official support documents.

5. Data Retention for Cookies

We keep records of your cookie consent, including the date and time you gave it, the categories you accepted or rejected, and your pseudonymised IP address and browser used. This allows us to demonstrate compliance with applicable data protection laws.

C. Updates to This Policy

We may update this Privacy and Cookie Policy from time to time. Changes will take effect upon publication on our website. If versions differ in translation, the English version shall prevail. The current version was last updated on 25 October 2025.

D. Cookie Summary Table

The table below provides a clear overview of the cookies used on our website, their provider, purpose, type and retention period.

Cookie	Duration	Description
YSC	session	Youtube sets this cookie to track the views of embedded videos on Youtube pages.
VISITOR_INFO1_LIVE	6 months	YouTube sets this cookie to measure bandwidth, determining whether the user gets the new or old player interface.
test_cookie	15 minutes	doubleclick.net sets this cookie to determine if the user's browser supports cookies.
yt-remote-device-id	Never Expires	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.
yt-remote-connected-devices	Never Expires	YouTube sets this cookie to store the user's video preferences using embedded YouTube videos.
SM	session	Microsoft Clarity cookie set this cookie for synchronizing the MUID across Microsoft domains.
MUID	1 year 24 days	Bing sets this cookie to recognise unique web browsers visiting Microsoft sites. This cookie is used for advertising, site analytics, and other operations.
ANONCHK	10 minutes	The ANONCHK cookie, set by Bing, is used to store a user's session ID and verify ads' clicks on the Bing search engine. The cookie helps in reporting and personalization as well.
yt.innertube::requests	Never Expires	YouTube sets this cookie to register a unique ID to store data on what videos from YouTube the user has seen.

Cookie		Duration	Description
_ga		1 year 1 month 4 days	Google Analytics sets this cookie to calculate visitor, session and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognise unique visitors.
_gcl_au		3 months	Google Tag Manager sets the cookie to experiment advertisement efficiency of websites using their services.
CLID		1 year	Microsoft Clarity set this cookie to store information about how visitors interact with the website. The cookie helps to provide an analysis report. The data collection includes the number of visitors, where they visit the website, and the pages visited.
_clck		1 year	Microsoft Clarity sets this cookie to retain the browser's Clarity User ID and settings exclusive to that website. This guarantees that actions taken during subsequent visits to the same website will be linked to the same user ID.
_clsk		1 day	Microsoft Clarity sets this cookie to store and consolidate a user's pageviews into a single session recording.
MR		7 days	This cookie, set by Bing, is used to collect user information for analytics purposes.
ga*		1 year 1	Google Analytics sets this cookie to store and count page

Cookie	Duration	Description
lang	Never Expires	LinkedIn sets this cookie to remember a user's language setting.
ytidb::LAST_RESULT_ENTRY_KEY	Never Expires	The cookie ytidb::LAST_RESULT_ENTRY_KEY is used by YouTube to store the last search result entry that was clicked by the user. This information is used to improve the user experience by providing more relevant search results in the future.
yt-remote-session-app	session	The yt-remote-session-app cookie is used by YouTube to store user preferences and information about the interface of the embedded YouTube video player.
yt-remote-cast-installed	session	The yt-remote-cast-installed cookie is used to store the user's video player preferences using embedded YouTube video.
yt-remote-session-name	session	The yt-remote-session-name cookie is used by YouTube to store the user's video player preferences using embedded YouTube video.
yt-remote-cast-available	session	The yt-remote-cast-available cookie is used to store the user's preferences regarding whether casting is available on their YouTube video player.
yt-remote-fast-check-period	session	The yt-remote-fast-check-period cookie is used by YouTube to store the user's video player preferences for embedded YouTube videos.
__Secure-ROLLOUT_TOKEN	6 months	YouTube sets this cookie to manage the phased rollout of new features and updates.

Cookie	Duration	Description
_GRECAPTCHA	6 months	Google Recaptcha service sets this cookie to identify bots to protect the website against malicious spam attacks.
ajs_anonymous_id	Never Expires	This cookie is set by Segment to count the number of people who visit a certain site by tracking if they have visited before.
ajs_user_id	Never Expires	This cookie is set by Segment to help track visitor usage, events, target marketing, and also measure application performance and stability.
m	1 year 1 month 4 days	Stripe sets this cookie for fraud prevention purposes. It identifies the device used to access the website, allowing the website to be formatted accordingly.
cookieyes_privacy_policy_generator_session	2 hours	Description is currently not available.
XSRF-TOKEN	2 hours	This cookie enhances visitor browsing security by preventing cross-site request forgery.
cookieyes_cookie_policy_generator_session	2 hours	Description is currently not available.
__cf_bm	1 hour	This cookie, set by Cloudflare, is used to support Cloudflare Bot Management.
cookieyes-consent	1 year	CookieYes sets this cookie to remember users' consent

		<p>preferences so that their preferences are respected on subsequent visits to this site. It does not collect or store any personal information about the site visitors.</p>
__cfuid	session	Cloudflare sets this cookie to identify trusted web traffic.
_calendly_session	21 days	Calendly, a Meeting Schedulers, sets this cookie to allow the meeting scheduler to function within the website and to add events into the visitor's calendar.
_cfuid	session	Calendly sets this cookie to track users across sessions to optimize user experience by maintaining session consistency and providing personalized services
rc::a	Never Expires	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::f	Never Expires	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::c	session	This cookie is set by the Google recaptcha service to identify bots to protect the website against malicious spam attacks.
rc::b	session	This cookie is set by the Google recaptcha service to

		identify bots to protect the website against malicious spam attacks.
__Secure-ENID	1 year 1 month	The __Secure-ENID cookie is a type of secure cookie used for authentication and to ensure the security of user sessions.
csrf_token	session	This cookie is set by Reddit and is used to help prevent cross-site request forgery (CSRF) attacks. It ensures that requests made to Reddit's servers come from authenticated users and not malicious sources.
irclickid	30 days	The Impact platform sets this cookie to securely store referral information essential for accurately processing and attributing user referrals made through affiliate links.
Tpclickid	30 days	The Tapfiliate platform sets this cookie to securely store referral information essential for accurately processing and attributing user referrals made through affiliate links.
mailerlite:webform:show	Persistent	Used by MailerLite to determine whether a pop-up or embedded web form has already been shown to a visitor, preventing the same form from being displayed repeatedly
mailerlite:session_id	Session	Used by MailerLite to manage a visitor's session while interacting with web forms, ensuring consistent functionality and correct form behavior during a browsing session.
mailerlite:forms:submitted:[ID]	Persistent	Set when a visitor submits a specific MailerLite form; stores information to identify that the form has already been submitted, so it is not shown again

