

PRIVACY STATEMENT

Last updated: September 2025

1 | WHO ARE WE AND HOW CAN YOU CONTACT US?

This is the privacy statement of Kees van der Westen Espressonistic Works B.V. ("**KvdW B.V.**", "we" or "us"). We build and sell espresso machines to businesses and consumers. If you are a consumer, (an employee of) a business, distributor, partner or supplier or a visitor to our <u>website</u> or webshop, if you contact us, receive our newsletter or apply for a job with us, we may collect and use your personal data.

Personal data means any information relating to an identified or identifiable natural person. This includes, for example, email addresses, telephone numbers, postal addresses, bank account numbers, and government-issued identification numbers. These are illustrative examples only, and many other types of information may constitute personal data.

We may also obtain your personal data from other sources, such as public websites, distributors or other business partners. In all these cases, this privacy statement applies, and KvdW B.V. is the controller of your personal data. In this privacy statement, we explain how we handle your personal data carefully and securely. We clarify what personal data we collect, how long we retain it, and how you can exercise your rights. It is important that you are informed of this.

For any questions, comments, or complaints about this privacy statement or our use of your personal data, you can contact us using the following contact details:

Kees van der Westen Espressonistic Works B.V. Van Elderenlaan 6 5581 WJ Waalre, The Netherlands +31 (0)40 222 34 33 privacy@keesvanderwesten.com

2 | WHAT PERSONAL DATA WE COLLECT AND FOR WHAT PURPOSES

Providing products and services

When a consumer or an employee of a business places an order, purchases a product from us, or engages us to provide any (mechanical) services, we may collect personal data. The personal data is necessary for the performance of the order and, therefore, for the performance of our contract with you or your employer, or in order to enter into such contract. Our terms and conditions of the webshop are available on the webshop.

Without your personal data, it is not possible for us to send administrative information, to fulfil and manage orders, to deliver the products or to perform the services. We may collect personal data directly from you, for example via our website or webshop, or indirectly from your employer or from any of our distributors.

For the purposes described above, we may collect the following categories of personal data, including but not limited to:

- full name:
- (business) address, postcode and town;

- (business) telephone number;
- · (business) email address;
- (business) payment information, such as bank account numbers;
- job-related information, such as job title and company name;
- information about your orders;
- any other personal data provided to us to provide products and services.

Your personal data will be retained for the duration of the agreement and for a maximum of two years thereafter, unless we receive a request for erasure at an earlier date. In certain cases, however, we may not be able to fully comply with such a request, for example where we are required to retain your personal data for a longer period in order to meet a legal obligation. For instance, under Dutch law we are required to retain fiscal and administrative records for a period of seven years.

Receiving products and services

When we place an order with a distributor, partner, or supplier, we may collect personal data relating to their employees. The personal data is necessary for the performance of our contract with you or your employer, or in order to enter into such a contract. Without your personal data, it is not possible for us to send administrative information, to place orders or to cooperate. We may collect personal data directly from you, for example via our website or webshop, or indirectly from your employer or from any of our distributors.

For the purposes described above, we may collect the following categories of personal data, including but not limited to:

- full name;
- (business) address, postcode and town;
- (business) telephone number;
- (business) email address;
- (business) payment information, such as bank account numbers;
- job-related information, such as job title and company name;
- information about the orders or services;
- any other personal data provided to us to receive products and services.

Your personal data will be retained for the duration of the agreement and for a maximum of two years thereafter, unless we receive a request for erasure at an earlier date. In certain cases, however, we may not be able to fully comply with such a request, for example where we are required to retain your personal data for a longer period in order to meet a legal obligation. For instance, under Dutch law we are required to retain fiscal and administrative records for a period of seven years.

Website, webshop and contact requests

When you visit our website or webshop, we process your personal data, including through the placement of cookies or similar technologies. We use functional, analytical and marketing cookies that enable us to collect information about your website visit.

Where the use of cookies involves the collection of personal data, we rely on our legitimate interests as the legal basis for functional and analytical cookies. Our legitimate interest lies in ensuring that our website functions correctly and is adequately secured. For marketing cookies, we always request your consent via the cookie banner displayed on our website. You may withdraw your consent at any time by using the icon on our cookie banner, located at the bottom left of our website.

We also use reCAPTCHA, a Google service that protects the website against bots, spam, and other malicious software. We use reCAPTCHA, for example, to prevent misuse of our support form. For this reason, you may be asked to tick a box or perform another verification step when submitting the support form.

In addition, we process personal data when you contact us via our <u>support form</u>, via email, telephone, or social media. In such cases, we will process your personal data to communicate with you and handle

your request. We process the personal data on the basis of our legitimate interest in responding to your requests in a timely manner, having conducted a careful balancing of interests.

For the purposes described above, we may collect the following categories of personal data, including but not limited to:

- full name;
- (business) telephone number;
- (business) email address;
- job-related information, such as job title and company name;
- information about your purchases and machines;
- · cookie data, including IP addresses;
- any other personal data provided to us, e.g. via the support form or email.

We retain this data for as long as necessary to respond to your request and at least for one year after receiving your request. The exact data collected through cookies are set out in the cookie banner, along with the retention periods for each cookie. In addition, our website may collect anonymous data to help improve our services. Such data may be retained for as long as necessary.

Newsletter and other marketing communications

We wish to keep our customers and other interested parties informed about the latest news, updates, special offers, and any changes to our products and services. We may do this by sending newsletters, emails, and other marketing communications. For our newsletters, we use MailChimp.

Where we already have an existing customer relationship with you, we may use your contact details to send you marketing communications about our products and services. You may, however, object to this at any time by contacting us by email and each newsletter contains an unsubscribe link allowing you to opt out. Where no customer relationship exists, we will only send these communications with your consent. We may obtain such consent, for example, when you sign up via our website.

For the purposes described above, we may collect the following categories of personal data, including but not limited to:

- full name:
- (business) telephone number;
- (business) email address;
- subscription preferences and interests;
- subscription and unsubscription dates.

We will retain your personal data for this purpose until you object or unsubscribe. Each newsletter contains an unsubscribe link allowing you to opt out at any time. If you are no longer a customer, we will continue to send you newsletters or other marketing messages for a maximum of three years following our last contact with you.

Job applicants

When you apply for a job with us, we need your personal data in order to assess your application and to contact you regarding your application. We have a legitimate interest in processing this data. When you reach the final stage of the application process, your data will also be necessary for drafting and executing the employment contract.

For the purposes described above, we may collect the following categories of personal data, including but not limited to:

- full name;
- address, postcode and town;
- telephone number;
- email address;
- data of birth;

- education and work experience;
- motivation letter;
- CV and all information contained therein;
- any other personal data provided to us in the context of the application process.

We will retain your personal data for up to four weeks after the end of the application process. If you have given consent, we may retain your personal data for up to one year. This allows us to contact you again if a suitable vacancy arises in the future.

3 | WHO RECEIVES YOUR PERSONAL DATA?

To offer our products and to provide our services, we sometimes work with other parties. Some parties (such as software providers) process personal data on our behalf only, which is formalised in a data processing agreement. We give these parties access to your personal data solely based on our instructions. Your personal data is stored by us within the European Economic Area ("**EEA**").

Furthermore, we may share your data with:

- affiliated companies, group companies, and subsidiaries to the extent necessary for the purposes described in this privacy statement and where a lawful basis exists;
- other recipients, to the extent necessary for the purposes described in this privacy statement. For example, we use distributors and we may use external suppliers to fulfil orders, such as carriers to make our deliveries;
- another recipient where required by law, a court order, or other legal proceedings, such as in the event of a merger, acquisition, or sale of assets, a report to a supervisory authority, or in the case of bankruptcy.

On our website, you may also find links to third-party websites, such as Facebook, YouTube, and Instagram. These buttons are used to enable the integration of those websites with our own. By clicking on one or more of these buttons, you activate their functionality and third parties may place advertising pixel cookies. These cookies can be purely functional but may also be used to track which websites you visit, to build a profile of your online behaviour, and to show you personalised advertisements. More information about what these websites may do with your personal data can be found in their privacy and cookie statements. We therefore advise you to read these statements carefully before clicking on these buttons.

4 | DATA TRANSFERS TO DISTRIBUTORS OUTSIDE EEA?

If your personal data are transferred to distributors or others outside the EEA, we will only do so where the third country ensures an adequate level of protection. In certain countries outside the EEA – which, at the date of the last update of this privacy statement, include Andorra, Argentina, Canada (commercial organisations), the Faroe Islands, Guernsey, Israel, the Isle of Man, Japan, Jersey, New Zealand, the Republic of Korea, Switzerland, the UK under the GDPR and Directive (EU) 2016/680, and the U.S. (commercial organisations participating in the EU–US Data Privacy Framework), and Uruguay (for more information and an up-to-date list of countries, please check here) – your personal data are considered to be adequately protected in accordance with European data protection laws and regulations. Our distributors and their countries are mentioned here.

Where adequate protection is not guaranteed, we implement appropriate safeguards to ensure that your personal data are protected, such as the most recent standard contractual clauses approved by the European Commission, supplemented by additional safeguards. A copy of these safeguards can be obtained by emailing privacy@keesvanderwesten.com.

If no appropriate safeguards are in place, we will only transfer your personal data where a legal exception applies. An example of such an exception is explicit consent.

5 | HOW IS THE PERSONAL DATA PROTECTED?

We take the protection of your personal data seriously and implement appropriate technical and organisational measures to prevent misuse, loss, unauthorised access, and disclosure.

We use security software and technical safeguards, such as a virus scanner and firewall, passwords for electronic systems, a secure internet connection, back-ups, and similar measures. Also, please note that our products cannot be purchased directly through our webshop and that we will never ask for your financial details directly, only after personal contact or after sending the order. No payments will be made through our webshop. If you notice a (security) incident or suspect that an incident has occurred, please contact us immediately via privacy@keesvanderwesten.com.

As indicated above, our websites may also contain links to other websites. Although these websites have been carefully selected, we cannot accept responsibility for the way in which these organisations handle your personal data. For this reason, we strongly recommend that you also consult the privacy policies of these websites.

6 | WHAT ARE YOUR RIGHTS?

You have the following rights under applicable data protection laws and regulations:

• Right of access and information

You have the right to request information about how we process your personal data, who the specific recipients are, and to receive copies of your personal data. Certain exceptions or limitations may apply, which could mean that you do not always receive all the information about the personal data we process.

Right to rectification

You have the right to have your personal data corrected to ensure it is accurate and up-to-date. You also have the right to request rectification of personal data if it has been provided to us by third parties and you believe it to be objectively incorrect or incomplete.

Right to erasure ("right to be forgotten")

In general, you have the right to request that (part of) your personal data be erased, for example when the personal data is no longer necessary for our purposes or has been unlawfully processed. However, we may not always be able to erase your personal data, for example if the data is still required to comply with a legal obligation or to establish, exercise, or defend a legal claim. For this reason, we will always balance your interest in erasure against our need to retain the personal data for other legitimate purposes.

Right to restrict processing

Under certain circumstances, you can request that the processing of your personal data by us be restricted. This may apply, for instance, if the accuracy of your personal data is contested, the processing is unlawful, or the personal data is no longer needed for the purposes of processing. In certain situations, we may still use your personal data, for example if it is necessary for legal claims or to protect the rights of another data subject.

Notification of rectification, erasure or restriction

Unless it is impossible or requires disproportionate effort, we will also inform the recipients of your personal data about any rectification, erasure, or restriction of processing.

Right to data portability

Under certain circumstances, you can request that your personal data, which you have provided to us, be transferred to another controller. You also have the right to receive your personal data in a structured, commonly used, and machine-readable format, to allow you to transmit the data to another controller.

Right to object

Under certain circumstances, you may object to the processing of your personal data by us or by third parties we engage, for example for direct marketing. We will take various factors into account when assessing an objection, including the legal basis, the reasonable expectations of our customers, the benefits and risks for you, us, other users or third parties, and other available

means to achieve the same purpose that may be less intrusive and do not require disproportionate effort. If the objection is upheld, we will cease processing your data.

Right to withdraw consent

If we have requested your consent for a specific processing of personal data, you have the right to withdraw your consent at any time. Withdrawing consent does not affect the lawfulness of processing based on consent prior to its withdrawal.

Right to lodge a complaint

If you believe that the processing of your personal data is unlawful, you can always contact us. We will always try to find a solution together. Should this not be possible, you have the right to complain to an European Data Protection Authority. If you are in the EEA, please contact your local Data Protection Authority. For contact details of your local Data Protection Authority, please see here.

You can submit your request(s) to exercise these rights to us via privacy@keesvanderwesten.com. To protect your privacy, we will take reasonable steps to verify your identity before responding to the request(s). Only you, or someone legally authorised to act on your behalf, can submit a verifiable request regarding your personal data. When you submit a request, we may, for example, ask you to confirm your name, email address, or other information in our records to verify your identity. This is a security measure to ensure that personal data is not disclosed to anyone who is not entitled to it.

We will respond to your request as soon as possible, and no later than one month after receiving it. In doing so, we will also assess whether, and to what extent, we can or must comply with the request under the law. If an extension of up to two months is required, we will inform you of this within one month of receiving the request. Submitting and processing your request is free of charge, unless the request is manifestly unfounded or excessive, in particular due to its repetitive nature. We also reserve the right to charge a reasonable fee if you request additional copies in relation to your access request.

7 | CHANGES TO THIS PRIVACY STATEMENT

We reserve the right to make amendments to this privacy statement. We therefore recommend that you review this web page regularly. If we make material changes to this privacy statement, we will inform you in a reasonable manner, for example via email or by posting a notice on our website.

© 2025 Kees van der Westen Espressonistic Works B.V.