

This privacy policy is regularly modified to reflect the latest changes. The latest update is from 1st of September 2018.

1. Data processing and personal data

The company Machinerycash is aware of the importance of responsible use of the data that is shared on its Platform. This data is stored in the Machinerycash database. The personal details are only used in the situations and for the purposes as mentioned below.

Privacy is important for Machinerycash and we are therefore paying much attention that all communicated personal data are protected and remain confidential.

By using the website and the platform you accept the application of this privacy policy automatically, irrevocably and unconditionally.

Collected data

Machinerycash collects and stores data provided by the Users (via the demand for a valuation, the Cover Price Service or the creation of a profile), data about the Construction Machinery to be valued, the intention of buying or selling Construction Machinery and any other information which may be personal and shared on the Platform and/or the Website (including the comments posted on the website and also all information about geo-localisation that is communicated or derived from the data and the photos posted by the visitor) . All this data and information is in principle data and information related to the professional activity of the visitors to the site and is in any case only collected when the website and/or platform user himself communicates this on an expressly voluntary basis, with the exception of the data collected and used relating to the functional cookies described below).

The mere communication of this data is considered as permission for Machinerycash to store and process this data, all in accordance with this privacy policy and the applicable legal rules.

Primarily data about your company is concerned, since the site is intended for professional use, but it cannot be excluded that certain data will have a personal character as determined by European Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and the free movement of that data of 27 April 2016.

Why is Machinerycash collecting, using and sharing your personal data?

In the case of a free valuation (or the use of the Cover Price Service) for Construction Machinery on the Platform, the User must provide his surname, first name and email address. Sometimes the name of his company, a postal address and a VAT number are also requested. To manage the Services more efficiently, a User Account must be opened. Personal parameters are stored on this Account (language, nationality of persons registered under the account, job, birthday, contact details (telephone, email)), and previous valuations can be consulted or deleted, and new valuations can be created. Even if our customers do not demand any valuation services, Machinerycash may collect certain additional information such as geo-localisation, IP addresses, browser used and the computer's operating system, the version, language preferences and the pages visited by means of cookies.

We process your personal data for the following purposes:

- For the execution of the Services and to maintain a record of the Services used by the User.
- To invite you to complete our questionnaire/satisfaction surveys after the Services.
- To manage your account, for customer management and complaints management and follow-up, and for managing comments and the creation of rankings.
- For marketing purposes, in accordance with the law, (newsletters, promotions, personalised bids, telephone contacts, contact per SMS or e-mail contact, processing of requests or complaints, customer comments, etc...).
- For market studies in consultation with Customers and Traders (on an anonymous and statistical basis without the transfer of personal data).
- With the aim of using analysis to improve our service provision, the User experience, and the operation and quality of our Services.
- To share with other Users anonymous and statistical data about the Construction Machinery traded or offered on the Platform, including for commercial purposes.
- In the context of the prevention and the investigation of fraud and any illegal or undesirable action.

The use of personal data for direct marketing purposes, both for Machinerycash itself and for its commercial partners, is subject to your prior consent. You can give or refuse this permission in complete freedom, although your refusal may result in certain parts of the Machinerycash website and/or platform no longer being available to you.

How is the company Machinerycash sharing data of the professionals with a third party?

In some cases, we may need to share your data with a third party within the European Union:

- With the Dealer or Trader: for execution of the Cover Price Service.
- Our customer service: To provide our customers with the best services, your details will be shared with our call-centre.
- Suppliers of services as a third party: For the exercise of certain tasks, Machinerycash calls on subcontractors (such as technical maintenance of your websites, support for promotional campaigns, data analysis, etc...) to use your personal data in our name. The purpose thereof is to facilitate the payments, to send marketing tools and to make marketing analyses. If third parties are involved in these services, they will be subject to similar privacy obligations and they will act as processors. The companies will only have temporarily access to personal data and only when it is imperative except for the aforementioned reasons. They can only export data for the exercise of their respective tasks and can by no means use them for other purposes.
- Competent authorities: We reserve the right to share your personal data with any government authority or police force when the law (or authoritative law) requires this or when needed for the prevention, the investigation and the judicial prosecution of criminal facts.
- To other commercial partners: We can provide other companies or organisations with certain information that may have interesting services or products for you.

The necessary agreements have been concluded with these third parties, limiting the use and processing of your personal data, and guaranteeing sufficient protection of your personal data

Which safety procedures does Machinerycash has for the protection of your personal data?

In accordance with the general data protection regulation in force within the European Union, we are taking well-considered safety measures to avoid any abuse of your personal data or any non-authorized access to these data.

In order to guarantee the protection of personal data that have been communicated to us, we use the appropriate professional systems and procedures. We also use safety procedures and technical and physical restrictions for access to the personal data on our servers. Personal data is protected by security measures which are adapted to the nature of the data.

Only authorized personnel has access to your personal data for the execution of their tasks.

The website of Machinerycash may contain hyperlinks to other websites to which this privacy policy does not apply since they are managed by third parties. When you click on one of these hyperlinks, you may be redirected to another website. Machinerycash is not responsible for the privacy policies of other websites and advises you to read their privacy policies, which may differ from its one.

Rights of the data subjects

Our customers have the right to access, modify, delete, restrict and/or transfer their data. If their personal details need to be changed or deleted, we ask them to do this online or to notify us by post at the contact address or by telephone. Depending on the nature of their request, we will adjust this data as quickly as possible. The customer also has a right to object to the processing of his personal data. If our customers want to consult their personal data, or if they want their personal data to be deleted from our database, or if our customers oppose the use of their personal data or wish to transfer their data, they can notify us by post at the contact address via our customer service department or via our email address *info@machinerycash.com*. The customer must in this case prove his identity as a natural person and send a copy of his or her identity card with his or her request. We would be grateful if you would inform us if personal details such as contact details have been changed.

It is possible to notify Machinerycash that you object to the processing of your personal data for direct marketing. This notification can be made using the link added to electronic communications from Machinerycash as well as via the following email address: *info@machinerycash.com*. In this case, the personal data will no longer be processed for these purposes, unless (i) Machinerycash can demonstrate that there are compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or (ii) this is necessary for determination, exercise or defence of any legal claim.

You may ask for clarification as to whether or not processing is taking place of data relating to you as well as information about the purposes of this processing, the (categories of) data to which these processing operations relate, the (categories of) recipients to whom the data is provided and the origin of the data.

How does Machinerycash use the social media?

We use the social media to promote the site and to improve our services and to make them more accessible. It is possible that we receive information about you when you are using certain social media. This exchange of information is subject to the general terms and conditions of the social media concerned.

Storage of data

In principle, Machinerycash does not store personal data for longer than is necessary for its processing, taking into account the contractual and legal obligations of Machinerycash with regard to this data, unless another period is explicitly stated. This is generally up to 10 years after the execution of a Service

Disputes and/or complaints

In the event of a dispute, the data subject may turn to the Data Protection Authority (for Belgium, based at Drukpersstraat 35, B-1000 Brussels, www.gegevensbeschermingsautoriteit.be), which is responsible for privacy and data protection with regard to the processing of personal data.

2. Use of cookies:

What is a cookie?

A cookie is a small text file embedded in your hard drive by the server of the site you are visiting. There are several types of cookies which perform different functions as described hereinafter.

Why use cookies?

Web pages have no memory. When you are navigating on the same website from page to page, you will not be recognized as the sole and unique person on these pages. Through the cookies the website recognises your browser. So, they are mainly used to save your choices and preferences, or to recognise you when you visit the same site again.

In the interest of the customers, Machinerycash only uses cookies to a limited extent. Cookies do not save any personal data or credit card numbers. They have a session-number and other basic information on your visit.

What type of cookies do we use on our site?

The cookies differ by their role, their period of validity and the third party they store on the internet. There are various types:

- The technical cookies or the session-cookies: we are using the technical cookies to expose our website and to improve the good functioning of our website. It is also thanks to the cookies that you can create your account, log in and manage your valuations. These technical cookies are totally indispensable for the proper functioning of our site. These cookies allow us to link your actions during a specific browser session. They are used for various purposes such as evoke your language settings. The session-cookies expire after the browser session and are not saved in the long run. We are using the session-cookies for the safety and to save your details while you are visiting our websites page by page. So, you do not have to type your details time and again each time you visit a new page.
- Functional or permanent cookies: Through the functional cookies we know your preferences so you can use our site more efficiently. They know your language preferences, your searches and the used construction equipment you have consulted. These functional cookies are not necessarily required for the good operation of the site but they offer additional functions and a user-friendly site. Permanent cookies are stored between the browser sessions on the user's appliance to save the preferences or the search actions of the user on all our sites. We are particularly using the permanent cookies to save your preferences and choices when you are

visiting our website so you do not have to insert your settings again, to know how the customizing of your use on the website is done and to gather information anonymously for statistics and evaluations so we can understand how the visitors are using the website so we may improve the structure of the website.

- Analytic cookies: We are using these cookies to have an idea how our visitors are using our website, to discover what is working and what not, to optimize and improve the website and to be sure that we are still interesting and relevant. The information we are gathering consists of: the web pages you have visited, the web pages that have referred you to our site and the web pages by which you have left our site, the type of platform you have used, your date and time indication, and details such as the number of clicks you are making on a certain page, your mouse movements and scroll movements and the text you are typing when using our website. We also use analytic cookies in the context of our online advertising campaigns to know the behaviour of the visitors of the website after they have seen an online advertising, including the advertising on the websites of a third party. The gathered data remain anonymous and do not reveal your identity.
- Advertising cookies: (third party cookies): We use both third party cookies and our cookies to show advertisements of other websites and of our website. This is what is called retargeting (or remarketing), based on the evaluations you have made on our site. The advertising cookies can also be used by a third party to offer products and services through their website.

What is the period of validity of the cookies of Machinerycash?

We are using cookies with a different date of validity. Some cookies are valid for 5 years as from your last website visit. However, you can always delete these cookies from your browser. If you opt to refuse certain cookies, some of the site's functionalities will not work optimally and/or access to them will not be possible. After disabling and/or deleting cookies you will still see advertisements, but they will not be adapted to your previous use of the Machinerycash website.

Does Machinerycash use cookies of a third party or analytic cookies?

Yes. Machinerycash uses the services of reliable and acknowledged marketing- and online companies. Machinerycash can also be obliged to ask the service of a third party for analysis purposes. To do this, they must insert cookies. This analysis is necessary for Machinerycash to adapt its website to the preferences of the visitors in order to increase its usability.

How to manage the use and the acceptance of cookies?

Most browsers are initially parameters to accept cookies. But you can deactivate the cookies if you wish to do so, usually to modify the parameters of your internet navigation programme. It is also possible to configure the parameters of your browser to acknowledge the acceptance of specific cookies or to warn you each time a new cookie is about to be saved on your computer so you can decide for yourself whether to accept or refuse the cookie. Since these cookies will give you access to some functions of our website we advise you to accept the cookies. In the other case, when the cookies are deactivated, this may imply that you have limited functions or that you cannot use the website any longer at all.

For more information on Cookies, see the site: <http://www.allaboutcookies.org/>

Does Machinerycash use web beacons?

In addition to cookies, Machinerycash sometimes uses web beacons. A web beacon is a small graphic image no larger than 1 pixel which is sent to our computer and used to monitor the behaviour of the user visiting the website. We are using these pixels directly or through search engines in the context of online advertising either on our site or on the sites of a third party to know whether the customer who sees an online advertising is making a valuation or a coverage price; to follow the conversion through websites of partners and to analyse the behaviours of the users in the field of website traffic with the objective to optimize the service provision.

Contact:

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