

# Privacy Policy

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At DPG Media, we use data to inspire, inform, and entertain you in the best possible way across all our brands. Respect for your privacy is central to this. That is why we do our utmost to explain in clear language in this privacy policy what personal data we collect, what we intend to use it for, and what rights and choices you have in this regard.

Are you participating in a program, attending one of our events, or applying for a job? If so, click on the appropriate tab above.

## Who is responsible for the use of my personal data?

**DPG Media NV**, with its registered office at Mediaplein 1, 2018 Antwerp (and with company number 0432.306.234), is **responsible** for the processing of your personal data.

DPG Media is the Belgian branch of DPG Media Group, which operates in the Netherlands as well as in Belgium. Your personal data will not be used by or shared with the group's Dutch brands.

## To what does this policy apply?

This privacy policy applies to any processing of personal data of viewers, readers, listeners, and web users who use the services, websites, and apps of DPG Media. For an overview of all our brands, [click here](#).

This privacy policy also applies to the apps of these brands. We publish our apps in the app stores of Google and Apple, among others, under the name "DPG Media (Apps)".

## What personal data does DPG Media collect?

If you use DPG Media's services, websites, or apps, we may collect the following types of personal data:

### **Data you share yourself:**

**Identification and contact details** such as your name, title, email address, phone number, address, and date of birth, which you provide when you take out a subscription, create an account, or participate in a contest, event, or survey.

**Payment details** such as your credit card number, bank account number (IBAN), payment method, and billing address.

**Communication preferences** that tell us what communications you wish to receive and through which channels (email, push notifications, by mail, or by phone).

**Surveys and questionnaires:** data you share when you participate in market research, a survey, or fill out a questionnaire (e.g., for certain tools, tests, or comparison tools).

**Data related to your fixed expenses** that you provide to enter into a contract with a telecom or energy company, or when you use our online calculators or comparison tools.

**Phone calls** you make to our customer service, to ensure the quality of our service and as potential evidence of a commercial transaction.

**Other data** that you provide yourself, such as when you contact us (e.g., by phone, our chatbox, or social media) or when you post a comment on an article.

## Data we collect when you use our online services:

If your privacy settings allow it, we may collect and use the following data when you use our websites or apps:

- **Usage data** such as the TV shows you stream, which news articles you find interesting, your search queries, or the answers you provide in surveys and contest forms. Based on this data, we can make an assessment of your personal needs, preferences, and interests.
- **Device information** such as IP address, brand, and the type of device or browser you use to access our services. Based on your IP address, we can make a rough estimate of your location.

To collect these types of data, we use cookies and similar technologies. You can learn more about this in our [cookie policy](#).

## Personal data we collect from third parties:

- **Statistical data** such as the average income in your municipality and similar publicly available data.
- **Third-party IDs** are shared with us when you subscribe through a third party. This allows us to verify whether you (still) have a valid subscription. For example, your Streamz customer ID is shared with us when you link your Streamz subscription to VTM GO. This allows us to verify whether you are authorized to access Streamz content.

## What does DPG Media use my personal data for, and on what basis?

We process your personal data for the following purposes:

### To provide our (personalized) services

First and foremost, we collect your personal data to provide you with our services. For example, it is necessary for you to share information about your energy consumption, place of residence, and current provider so that Mijn Energie can calculate which energy contract is most advantageous for you. Or, simply put: to deliver your newspaper or magazine, we need your address.

In such cases, your personal data is processed to fulfill the agreement you have entered into with us. The use of your personal data for personalization may also occur on this basis, for example, to offer you a fully personalized service such as VTM GO. In other cases, we ask for your consent before we proceed with personalization.

In addition, we collect your personal data to personalize the website, app, our communication with you, or our offerings. The purpose of this is to provide each user with information that is as relevant as possible to them, or to always be able to make a suitable offer. That is why we try to tailor the content of our websites and apps to each user as much as possible. We do this by recommending articles, videos, or topics that interest you based on what you have previously read or viewed. Our direct marketing communications, such as newsletters and push notifications, are also personalized in this way.

Here too, we may process your data to fulfill the agreement you have entered into with us, but where necessary, we will ask for your consent.

### Keeping you informed

At the core of our company is a strong passion for informing, inspiring, and entertaining you. That's why we'd like to keep you updated on the latest news, new content that aligns with your preferences or interests, or new offerings we have for you.

To reach you via email, push notifications, text message, or other electronic messages, we generally need your consent. However, if you are an existing or recent former customer and have not previously indicated that you do not wish to receive offers, we may also contact you based on our legitimate interest. Additionally, you may be contacted by mail and by phone as long as you have not indicated that you would prefer not to be.

Finally, there are also communications we must send you, either because we are obligated to do so based on our agreement with you (e.g., letting you know when your newspaper is not delivered), or because it is required by law (e.g., when we wish to change our terms of use).

### **Analyzing the use of our services**

We also use your data to analyze and gain insight into the general use of our services. This enables us to continuously improve both our offerings and the functioning of our websites and apps. To do this, we combine usage and device data with data you share with us. This helps us understand which articles or programs resonate with which segments of our audience, based on gender, location, or other characteristics. This processing is done on a pseudonymized basis: our data analysts cannot determine what you read or like.

### **Showing you relevant ads**

When you give your consent via your privacy settings, we make the ads you see on our websites and apps as relevant as possible. Advertisers can choose which segments of users they want to reach with their campaigns, for example, “people who frequently read about Formula 1,” or “men aged 18 to 35 who live in Brussels.” We try to place you in the appropriate segments based on your preferences and interests (which we derive from your usage and device data), and based on information you share with us, such as your gender, age, and location.

Advertisers can also create their own segments of people they want to reach with their ads, or specifically exclude from their campaigns. To do this, they can share their own usage and customer data, such as email addresses or other identification and contact details, with DPG Media via a secure platform. We only allow advertisers to do this if they guarantee that they have established an appropriate legal basis for doing so, such as consent. The data we receive from advertisers is used solely in the context of their respective campaigns and not for any other purposes.

Based on the data we collect about you, you may see relevant ads on all DPG Media apps and websites, including on your smart TV, Android TV, or Apple TV.

Your consent is always requested separately on each device or browser, unless you are logged in. In that case, the privacy settings of your DPG account determine whether you see relevant ads or not. Even when you view content from our brands via the Telenet or Proximus platforms, you may see ads based on your DPG data if your privacy settings allow it.

In addition to our own sites and apps, we also provide ads on websites and apps within our Publishing Partner Network, such as Immoweb. If you give your consent on their websites or apps, you may also see ads there that are selected based on the data DPG Media has collected about you. We do not collect any additional personal data on these partners’ sites and apps.

### **Showing you ads for DPG services**

If you consent to the “Marketing” purpose in your privacy settings, we may use usage data to show you targeted ads about DPG Media services on external advertising platforms, such as those of Google and Meta.

If you have a DPG account, we may share your email address and phone number in hashed form with these networks. If you use their services with the same email address or phone number, we may reach you with relevant ads, or exclude you from our advertising campaigns, for example because you are already a subscriber. You can opt out of the use of your email address, phone number, and subscription type for this purpose in My Account under Preferences > Privacy & Terms.

### **Preventing Abuse and Fraud**

We may use your personal data to prevent, detect, and investigate illegal or suspected illegal practices, and to enforce our [Terms of Use](#). We do this based on our legitimate interest in protecting our economic business interests.

### **Compliance with laws and regulations**

Your personal data may be processed when necessary to comply with laws and regulations to which DPG Media is subject, and in the context of audits and inspections. Additionally, we may be legally required to share personal data with certain government agencies such as the police, the courts, or emergency services.

## Which other parties may receive my personal data?

**DPG Media does not sell your personal data and does not permit third parties to whom it provides personal data to use your personal data for their own purposes.** Specifically, we may share your personal data with the following parties:

**Service providers.** We may use third parties to perform certain services on our behalf or to support us in delivering our products or services. In doing so, these service providers may have access to your personal data. In any case, we only allow them to process this personal data in accordance with our instructions, and they are not permitted to use it for other purposes or their own purposes.

**Energy providers, telecom companies, and insurers.** If you choose to enter into a contract with an energy provider, telecom company, or insurer through our online services, we will share the necessary personal data with them for that purpose.

**Partners.** When you participate in a contest or promotion or use a tool, we may share your personal data with the partners with whom the contest, promotion, or tool in question was organized. The specific partner involved is always clearly stated in a disclaimer on the entry form.

**Smart or digital TV providers.** When you use our apps on a smart TV or set-top box, we may share limited data with the relevant provider (e.g., Telenet, Samsung, or LG). We do this to be able to offer certain features (e.g., “Continue Watching”).

**Proximus NV and Telenet BV.** When you view content from our brands (e.g., VTM or VTM GO) via the Telenet or Proximus platforms, you may see ads based on your DPG data if your privacy settings allow it. To make this possible, a minimum amount of personal data is shared via a secure intermediary platform. Telenet and Proximus may not use the personal data they receive in this context for any other purposes.

**Streamz BV.** When you create a Streamz account via VTM GO and watch Streamz content, we share that account information and your viewing behavior with Streamz; their privacy policy can be found [here](#).

**Other.** We may also share personal data to comply with the law or in connection with legal proceedings or legal requests, to detect, prevent, or address fraud, or to protect the rights and property of DPG Media. If there is a sufficient legal basis, we may share your personal data if this is reasonably necessary to enforce our terms and conditions or terms of use, or to protect our business operations or users, or in the event of business transfers such as reorganization, restructuring, merger, sale, or other transfer of business assets.

When these parties process personal data outside the European Economic Area (EEA), we ensure that your personal data remains protected there as required under European law. We do this by including standard contractual clauses in our agreement with these companies, unless the processing takes place in a country recognized by the European Commission as providing [adequate data protection](#).

## Which other parties are jointly responsible for the use of my personal data?

In **specific cases**, certain parties are jointly responsible with DPG Media for the processing of your personal data:

- **Advertising partners.** When you consent to seeing targeted ads on DPG Media’s websites and apps, our advertising partners may also process your personal data for specific purposes. These partners are bound by either the rules of the IAB Europe Transparency & Consent Framework or Google’s Data Usage Policy (referred to as “non-TCF”). You can read about how to exercise your rights with respect to these parties in each party’s respective privacy policy. You can find the links to these policies under

the Partners tab in your Privacy Settings (accessible via the footer of each site or in the settings menu of our apps).

- **Advertisers who use targeted advertising.** When advertisers choose to target their campaigns on DPG Media to specific groups of users, e.g., “men, ages 18–35, interested in sports,” they are jointly responsible for the use of your personal data at DPG Media. Their choices help determine which ads you see. However, the underlying personal data is never shared with advertisers. To exercise your privacy rights, you can therefore simply contact us; see “My Rights” below.
- **Advertisers who use their own customer data.** When advertisers choose to share personal data from their own databases with DPG Media to deliver targeted advertising on our sites and apps, they are jointly responsible for the data processing that takes place. DPG Media enters into an agreement with each of these advertisers requiring them to be transparent about this processing to their customers, and DPG Media guarantees not to use this data for other purposes. To exercise your rights regarding this type of processing, please contact the advertiser in question.
- **Proximus NV and Telenet BV.** When you view content from our brands (e.g., VTM or VTM GO) via the Telenet or Proximus platforms, you may see ads based on your DPG data if your privacy settings allow it. Telenet and Proximus may not use the personal data they receive in this context for any other purposes. If you do not wish to see relevant ads, you can adjust your privacy settings on the respective platforms. If you also prefer not to see relevant ads on our sites and apps, you can indicate this in your Privacy Settings (accessible via the footer of each site or in the settings menu of our apps).

## How long is my personal data retained?

**We do not retain your personal data longer than necessary for the purpose for which it was collected, taking into account that some personal data must be retained for a certain period to comply with specific legislation.**

Specifically, this means that if you no longer have an **active customer relationship** with us, we will retain your personal data in our systems for **another 3 years**. We do this in case you decide to become a customer again. During that period, we will also use your data to communicate with you, for example to send you an offer to renew your subscription, unless you have previously indicated that you do not wish to receive promotions. If you had a paying customer relationship with us, we will archive your identification, contact, and payment details. In that case, these details will be retained for **10 years** after your last payment to comply with tax laws or for the purpose of establishing, exercising, or defending any legal claims.

We retain your **account** for up to **2 years** after your last activity. At the end of that 2-year period, your account will be closed and all associated personal data will be deleted.

We retain your usage and device data for up to 25 months after creation. Insights we gain based on this data are retained depending on the purpose: up to 5 years for marketing purposes, up to **25 months** for advertising purposes, and for personalized reports (e.g., “my annual overview”) for as long as you are a customer or user.

We retain records of which contests and promotions you have participated in for up to **2 years**. Personal data related to your participation itself (e.g., your answers) is retained for a maximum of **90 days** after the contest or promotion ends.

**Communications** you have with our customer service are retained for up to **5 years** after the communication to support any legal claims or as evidence in disputes. We retain recordings of **phone calls** you make with our customer service for **3 months** to ensure the quality of our service and as potential evidence for a commercial transaction.

Do you post a **comment** under an article or post something on our forums? We will not remove it unless you specifically request it. We remove unpublished comments or posts after **12 months**.

## My rights

The right to data protection is a fundamental right in the European Union. Even when you share personal data with companies, you must always be able to retain control over your personal data. That is why, at DPG Media, you can exercise your right to **access**, **correction**, and **deletion**. You can submit these requests to us via [this link](#).

You also have the right to **restriction**, **portability**, and **objection** (for example, to direct marketing or processing carried out by DPG Media based on a legitimate interest). You can exercise these rights by contacting us at [privacy@dpgmedia.be](mailto:privacy@dpgmedia.be).

If you have given **consent** for a specific use of your personal data, you have the right to withdraw that consent at any time. If you gave consent to receive certain electronic communications, you can unsubscribe at any time in your account settings (for the DPG Account: via My Environment > Preferences > Newsletters) or via the unsubscribe link in every email you receive. You can manage other permissions via the Privacy Settings link in the footer of each of our sites or in the settings menus of our apps.

Finally, you have the right to file a **complaint** with the Data Protection Authority.

## Cookies and similar technologies

**Our websites, applications, and communications may use cookies and similar technologies such as pixels.**

More information about the types of cookies and why DPG Media uses them can be found in our [cookie policy](#).

## Automated individual decision-making

DPG Media does not engage in automated individual decision-making. Specifically, this means that we will never use your personal data to make decisions without human intervention that have legal consequences or other significant consequences for you.

## Any questions about privacy?

If you have any questions about this privacy policy, please contact the staff of DPG Media's Data Protection Office at [privacy@dpgmedia.be](mailto:privacy@dpgmedia.be).

If you wish to contact the Data Protection Officer directly, you can send a letter to the following address: DPG Media NV, Attn: Data Protection Officer, Mediaplein 1, 2018 Antwerp.

We will occasionally **update this privacy policy**, for example in connection with changes to our services. In the event of significant changes, we will always notify you before they take effect.