

Privacy Policy

Last update on: 14 November 2013

Our commitment to Privacy

Your privacy and your personal data are important to Delhaize Group. This Policy explains how Delhaize Group ('hereafter 'Delhaize' or 'we') collects, stores, processes, uses and transfers your personal data. This data processing is done in compliance with the Belgian Privacy Act of 8 December 1992.

The right column features a short explanation of each of the sections of this policy. These short explanations are not part of the policy or legally binding but they should help with your review of this Policy.

We know that legalese is hard. So, we'll be giving you the quick notes version of each section in this column.

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The sections of this Privacy Policy

1. The Controller

The controller of the data that is being processed is the S.A. Delhaize Group, rue Osseghem 53, 1080 Brussels, Belgium (hereafter “Delhaize” or “we”).

2. The data we process

Delhaize collects your personal data when you subscribe to or ask for a specific service (reservations, purchases, etc.), when you fill in a form (name, phone number, e-mail address, etc), when you voluntarily provide information to us by sending your CV, completing assessment tests, completing surveys, participating in contests, giving us your opinion, your testimony, etc.

Delhaize also uses cookies on this website. More information is provided hereafter on this subject.

Finally, Delhaize can process data that have been submitted by third parties, with your agreement, and that mainly concern your personal profile and your behavior as a consumer.

3. How do we process your data?

Delhaize will not use, collect or disclose your personal data without your permission. Delhaize will in most cases ask for your explicit permission, but your authorization can also be deduced from your behavior or actions (e.g., when you fill out a form or use any of

Who collects your data?

You provide some information to us when you use our services, when you browse through our website, when you participate in contests, in surveys, etc. We use that data in accordance with this Privacy Policy.

We use your data to properly deliver our services to you, to offer loyalty premiums and for

our services).

When you browse through a Delhaize website, you agree that Delhaize collects, uses or transfers your data in accordance with this Privacy Policy.

Delhaize processes your data to provide you with the services you have requested, such as crediting loyalty points based on your purchases, making your reservations for collection in one of our stores, manage the applications you send to us, but also for managing Delhaize activities, servers and websites, including statistical analyses. Your personal data is also stored and processed to keep you informed of our activities and to send you interesting offers based on your personal profile and your purchase history in Delhaize stores.

4. Do we share your personal data?

Generally, Delhaize does not share your personal data with anyone outside of the Delhaize Group and its affiliates. The affiliates use your data for the same purposes as those described in Section 3.

There is, however a number of trusted third parties with whom we share your information :

- Third parties that provide services on our behalf and in accordance with our instructions (such as database managers, marketing agencies or offices that help us prepare advertising campaigns, actions or analyses, delivery services, etc.).
- Third-party companies that send you information about their products or services, provided that you have given us your consent to transfer your data to them.
- Web analytics tools such as Omniture or Google (via the use of cookies or remarketing tags)

In exceptional cases, we may share your information :

- When we are required to do so by law, regulation or legal process (such as a court order) ;
- in response to requests by government agencies, such as law enforcement authorities, or

our marketing activities.

Your personal data can be transferred to the members of Delhaize Group, but also to our affiliate stores.

We won't transmit your contact data to third parties for marketing purposes without first obtaining your consent for this.

Other circumstances under which we may need to transfer your personal data to third parties.

- when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity.

We also reserve the right to transfer any data we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to ensure that the transferee uses the data you have provided to us in a manner that is consistent with this Privacy Policy. Following such a sale or transfer, you may contact the transferee with any inquiries concerning the processing of that information.

5. Marketing

You can object to the use of your data for marketing purposes at any time by sending an e-mail to info@delhaize.be or by mail by sending a letter to S.A. Delhaize Group – Customer Care – rue Osseghem 53, 1080 Brussels. Some of our websites also allow for online access and correction of your personal data.

You really don't want to receive our promotions, actions, folders, good plans anymore? We'll respect that choice.

6. Access to and correction of your data

You also have the right to ask to access, correct and, where necessary, object to the processing of your data. On some of our websites, you can do this online. Otherwise, you can exercise these rights by sending an email to info@delhaize.be or by sending a letter to S.A. Delhaize Group – Customer Care – rue Osseghem 53, 1080 Brussels with your request and a proof of your identity.

If needed, just ask us to rectify your data.

7. Transfer of your data

It might be useful for us to transfer your personal information to servers located outside

the country in which you live or to trusted third parties based in other countries so that they may process personal information on our behalf. By using this website or otherwise providing Delhaize with personal information, you agree to us doing so in accordance with the terms of this Privacy Policy and applicable data protection laws or regulations. You should be aware that in some countries, your personal information may be accessed by the courts, law enforcement and/or national security authorities in accordance with their laws. Subject to such lawful access requests, we promise that anyone processing your personal information outside your country of origin is required to implement measures to protect it and is only entitled to process it in accordance with Delhaize's instructions.

8. Protection of your data

Delhaize maintains appropriate administrative, technical and physical safeguards to protect the data you provide against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. All data is protected by physical and technical measures ensuring that access controls are in place and continuously applied. We also use encryption methods when transferring your data. Policies and procedures are in effect ensuring effective data protection and handling.

9. Cookies

Like many websites, we use cookies, to collect information. These technologies allow us to personalize and improve your experience on our website, to record your preferences, and to save your ID and password for future visits to our website.

A cookie is a small data file that we transfer to your computer's hard disk for record-keeping purposes. At any time, you can modify your browser parameters to block or filter these cookies. When you disable cookies, remember that some graphics may not appear correctly or that you may be unable to use certain parts of the website.

Third-party advertising partners may use cookies or similar means to collect Non-Identifying Information about your activities on this website. The advertising partners are responsible for the collection on information in this manner.

Be aware that your data might be stored in other countries.

We will protect your personal data!

Like other websites, we use cookies to save your account preferences and better understand how customers use our services and website.

For a detailed list of all cookies used on our site please refer to our [Delhaize Group cookie information page](#).

Delhaize mobile apps store registration and session information in encrypted files locally on the device where the application is installed. This behavior is similar to cookies but is specific to the device. To remove these data files, you can uninstall the application.

10. Links to other websites

This website may contain links to various other websites for your convenience and information. These other websites may be operated by companies not affiliated with Delhaize. Such linked websites may be subject to their own privacy policies, which we strongly suggest you review when you visit them. Delhaize is not responsible for the content of any such websites, any use of those websites, or the privacy practices of those websites.

11. Changes to this Privacy Policy

We may update this Privacy Policy from time to time and without prior notice to you to reflect changes in Delhaize's data processing practices. We will indicate at the top of this Privacy Policy when it was most recently updated.

12. Contact us

If you have any question related to the processing of your data, please do not hesitate to contact us by sending an e-mail to info@delhaize.be.

If you prefer, you can send a letter to S.A. Delhaize Group, Customer Care Service, rue Osseghem 53, 1080 Brussels.

We are happy to assist you and answer any questions you might have.

You can find here the a link to the lists of cookies used on the Delhaize websites.

This Privacy Policy is valid for Delhaize websites.

This Privacy policy can be updated from time to time. You'll find the most recent modification date in the upper right corner of this page.