



Master **Bloc**®

WEBSITE & PRIVACY DISCLAIMER



INDUSTRIAL AREA - WEG NAAR AS 4
3630 MAASMECHELEN



+32 (0) 89/65 78 85



info@masterbloc.be

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CONTACT INFORMATION

NV Betonagglomeraten Gubbels

Industrial area - Weg naar As 4

3630 Maasmechelen

T +32 (0) 89/65 78 85

info@masterbloc.be

VAT BE0543.318.279

By accessing and using the website you explicitly agree to the following terms and conditions.

INTELLECTUAL PROPERTY RIGHTS

The content of this site, including brands, logos, drawings, data, product or company names, texts, images and the like, is protected by intellectual rights and belongs to Masterbloc or entitled third parties.

LIMITATION OF LIABILITY

The information on the website is of a general nature. The information is not adapted to personal or specific circumstances, and may therefore not be considered personal, professional or legal advice to the user.

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Masterbloc expressly declares that it has no control over the content or other features of these websites and can under no circumstances be held liable for the content or features thereof or for any other form of damage caused by its use.

APPLICABLE LAW AND COMPETENT COURTS.

This website is governed by Belgian law. In the event of a dispute, only the courts of the district of Hasselt have jurisdiction.

PRIVACY POLICY

Masterbloc shall process personal data in accordance with this privacy statement. For more information, or if you have questions or comments regarding our privacy policy, please contact Bjorn Gubbels and info@masterbloc.be

Processing purposes

Data processing is essential for the operation of the website and corresponding services. Processing only takes place for the following (internal) purposes:

- to provide the user with access to his/her user account;
- for billing purposes;
- to provide information, newsletters and offers that are useful and/or necessary for the user;
- to acquire and process user reviews;
- to provide support;
- to offer and improve the services provided:

When you visit our website, some data is collected for statistical purposes (Google Analytics). Such data is needed to optimize the use of our website. This data is comprised of: IP address, presumed place of consultation, time and day of consultation, which pages were visited. When you visit our website, you declare that you agree with this data collection intended for static purposes as described above.



Legal bas(is)(es) for processing

If you fill out a contact form on our website or subscribe to our newsletter, we will maintain the personal data. We do not store this data for longer than we need it.

If you are a customer with us, we will also store your contact and billing information. This information is needed to ensure that the collaboration runs smoothly.

Transfer to third parties and data processors

First and foremost, the personal data is only processed for internal use. The personal data is not sold, transferred or communicated to third parties that are affiliated with us.

As the controller, we are free to enlist so-called “data processors”.

A processor is a natural or legal person who processes personal data at the request of or on behalf of the controller. The processor always acts in accordance with the instructions of the controller.

Masterbloc uses the following categories of “processors”:

- Companies we have enlisted for marketing purposes
- Companies we have enlisted for hosting purposes
- Companies that we have enlisted for administrative purposes
- Companies that we have enlisted for communication purposes

Masterbloc guarantees that these processors will take the necessary technical and organizational measures to protect personal data.

Retention period

Obviously, personal data may not be kept longer than is necessary in function of the purposes for which it is processed. The retention period may therefore vary depending on the purpose.



Right of access, improvement, erasure, restriction, objection and transferability of personal data

The customer has the right to access their personal data at any time and can correct it or have it corrected if they it is incorrect or incomplete, have it removed, have its processing limited and object to the processing of personal data about them based on [article 6.1 \(f\)](#), This also includes profiling based on those provisions.

In addition, the customer has the right to obtain a copy (in a structured, common and machine-readable form) of their personal data and to have the personal data forwarded to another company.

In order to exercise the aforementioned rights, the customer is asked to:

- adjust the settings of their customer account themselves; and/or
- send an email to the following email address: info@masterbloc.be;

Direct marketing

The customer has the right to object free of charge to any processing of their personal data with a view to direct marketing.

Complaint

The customer has the right to submit a complaint to the Commission for the Protection of Privacy (Drukpersstraat 35, 1000 Brussels - commission@privacycommission.be).

USE OF COOKIES

During a visit to the site 'cookies' can be placed on the hard drive of your computer. A cookie is a text file that is placed by the server of a website in the browser of your computer or on your mobile device when you consult a website. Cookies cannot be used to identify people, a cookie can only identify a machine.



Which cookies does Masterbloc use and for what purpose(s):

[1. Necessary cookies](#)

The necessary cookies are used for:

- Correct functioning of the website at the server level
- Correct functioning of the cookie choice
- Better performance and error detection
- Keeping track of settings
- Fraud monitoring
- Chat support

[2. Analytics cookies](#)

Google

- Purpose: Google Universal Analytics is an analytics tool that we use to measure how visitors use our websites and apps. The tool uses a number of cookies to collect information and statistics about our websites and apps without personally identifying visitors.
- Third-party cookies placed and managed by Google
- Cookies: `_ga`, `_gid`, `_gat`

[3. Active Campaign](#)

- Purpose: Activecampaign is used to link visits to our site with existing contact details. The IP address is also collected.
- Third-party cookies posted by `trackcmp.net` or `activehosted.com` and managed by Activecampaign
- Cookies: `cmp_`

You can set up your internet browser so that cookies are not accepted, or you receive a warning when a cookie is installed, or cookies are subsequently removed from your hard drive. You can do this via your browser settings (via the help function). Keep in mind that certain graphic elements may not appear correctly, or that you may not be able to use certain applications.

By using our website, you agree to our use of cookies.

