

# Specific Privacy Policy of the My Preferences Service

Version 8 November 2022

1. The Personal Data you share with us (address, last name, first name) or you have shared with us (email address) will be processed by bpost SA (VAT 0214.596.464) under public law (Anspach Boulevard, 1, box 1, 1000 Brussels, hereinafter referred to as "bpost"), the Data Controller, to handle your Parcel and provide the "My Preferences" Service. The present Specific Privacy Policy must be read together with the General Privacy Policy available at [www.bpost.be/en/privacy](http://www.bpost.be/en/privacy). The Specific Privacy Policy has precedence in the event of discrepancies between the General Privacy Policy and the Specific Privacy Policy.
2. bpost may also link the data received from the sender to the data you have registered with the "My Preferences" Service so that your preferences can be complied with. Your Personal Data may be transferred to other companies of the bpost group so that you can be contacted by post to confirm your address and to prevent fraud. Your Personal Data can also be transferred to subcontractors or other companies of the bpost group so that delivery can be fulfilled according to the Service. bpost may also use your Personal Data, as part of its legitimate interest, to contact you in connection with market studies or satisfaction surveys with the aim of improving its services.
3. bpost shares the Personal Data collected and processed within the framework of the My Preferences Service with:
  - Service providers acting as processors, notably hosting and ICT service providers, Infosys and TCS (our Indian IT maintenance providers), DXC and AWS (with servers in Europe) and SPEOS, to send the fraud letter
  - Operators of advertising platforms (such as Google, Meta and LinkedIn).

Some service providers and third parties with which your personal data are shared are located in a country outside the European Economic Area (such as India) where the data protection rules differ from those applicable in Belgium and elsewhere in the European Economic Area. bpost has taken the necessary steps to ensure an adequate level of protection for your personal data in accordance with the General Privacy Policy.

4. Unless you object to it, bpost reserves the right to use your Personal Data to continue to inform you about similar services provided by bpost on the basis of its legitimate interests (or on the basis of the "soft opt-in" exception) to promote its services, through different channels, such as post, email, phone or through advertising platforms (such as Google, Facebook, Twitter and LinkedIn) if you have an account linked to your email address (after verification by the operators of these platforms). You can object to this at any time via the "[Your data, your choice](#)" dashboard by changing the Additional level or via the link in the email.
5. The Personal Data that you share with us will be held for a period of 36 months after your most recent activity in My Preferences, after which the data will be erased. In this case, activity means: logging in to your My Preferences profile, a matching between your Personal Data (last name, first name, postal address, email address) and a parcel addressed to you, and any delivery of a parcel in accordance with your specified preferences.
6. You have the rights set out in the General Privacy Policy, insofar as they comply with the conditions of the General Data Protection Regulation. If you wish to exercise your rights with regard to bpost, you can contact bpost :
  - Online by means of the corresponding [webform](#);
  - By letter to: bpost, attn. Data Protection Office, Anspach Boulevard, 1, box 1, 1000 Brussels

For security reasons, we ask you to provide your full contact details and proof of your identity (for example a copy of the front and back of your identity card or your driving licence on which your photo and national register number have been masked). As applicable, bpost reserves the right to request additional supporting documents.

bpost may reject requests that it deems excessive or that constitute an abuse of the applicable right.

7. If you do not receive a response to one of these requests, you also have the right to file a complaint with Belgian Data Protection Authority at <https://www.autoriteprotectiondonnees.be/>
8. bpost reserves the right to amend the present Specific Privacy Policy in order, among other things, to reflect a change to a service or the legal and/or regulatory requirements. The amendments to the present Specific Privacy Policy come into effect when they are published. We recommend that you always check the most recent version. The date of the most recent version is stated at the top of the present Specific Privacy Policy.