

Specific Privacy Policy – My Parcel Preferences

Activation of the service on www.bpost.be/mypreferences

Last revised 3 December 2024

1. Subject and purpose of the specific privacy policy

This specific privacy policy explains how bpost collects and processes your personal data when you use the My Parcel Preferences service, when activated on the bpost website, hereinafter referred to as the 'Service', and contains specific information on how bpost processes your personal data. If you have subscribed to the Service via the My bpost application, please consult the Specific Privacy Policy relating to it via [this link](#).

This specific Privacy Policy must be read in conjunction with the [General Privacy Policy](#). In the event of any discrepancy between the General Privacy Policy and the Specific Privacy Policy, the latter shall prevail.

2. Who is the controller?

Your Personal Data will be processed by bpost SA/NV (VAT BE 0214.596.464) under public law (Anspachlaan, 1, box 1, 1000 Brussels, hereinafter referred to as "bpost"), the data controller, for the purpose of providing your Parcel and the 'My Parcel Preferences' Service.

3. What personal data do we collect, to what ends and on what legal bases?

Categories of personal data

In order to carry out your Parcel Preferences, we process the following Personal Data:

- Identification details such as your surname, first name and signature;
- Contact details such as your address, e-mail address and telephone number;
- Your delivery preferences (including information provided concerning third parties specific to a particular parcel).

Purposes and legal grounds

The purposes and legal basis for the processing of personal data are set out in the table below.

Purposes	Legal grounds
<p>We process the information necessary to manage the contractual relationship and to execute the "My Parcel Preferences" Service as part of the performance of the contract between us.</p> <p>To do this, bpost can use the data received from the sender to link them to the data you have entered in the "My Parcel Preferences" Service and be able to execute your preferences.</p> <p>When you receive a parcel on behalf of a third party, for example one of your neighbors, we also process certain information about you, such as your name and address, provided to bpost by the recipient of the parcel in his delivery preferences.</p>	<p>Processing for these purposes is necessary for the entry into force or performance of the contract between bpost and the data subject, in accordance with the services to which you have subscribed.</p> <p>In the absence of such a contract with the data subject or if the processing is not absolutely necessary in the context of the performance of the contract, the processing will be necessary in bpost's legitimate interest in processing data relating to persons in the context of these contracts.</p> <p>This processing is based on bpost's <i>legitimate interest</i> in correctly executing the delivery service while respecting the recipient's preferences. We undertake to protect your personal data and to use them solely for the purpose of parcel delivery.</p>

<p>To deliver your parcel, we use your e-mail address to send you tracking notifications. These notifications inform you of the status of the delivery, the expected date, the location, any action required and allow you to set your delivery preferences. They aim to reduce delivery failures due to the absence of the recipient, by allowing you to better organise the reception and thus improve the efficiency of our services and your customer experience.</p> <p>To do this, bpost may use the data received from the sender to link them to the data you have entered in the "My Parcel Preferences" Service via the Application and be able to send you these notifications.</p> <p>In some circumstances, you may also receive notification on your phone number (for instance, for Pick-up points and Parcels lockers or when customs fees are applicable).</p>	<p>This processing is based on bpost's <i>legitimate interest in</i> optimising its delivery process by minimising undelivered parcels due to the absence of recipients, while providing you with a smooth service tailored to your needs.</p>
<p>We may also use your surname, first name, address, e-mail address and, if applicable, mobile number to contact you for market research or satisfaction surveys with a view to improving our services.</p>	<p>This processing is based on bpost's <i>legitimate interest in</i> constantly improving and adapting its websites, applications, products and services.</p>
<p>We collect and store your data to combat fraud and abuse when concluding your contract and when carrying out your Parcel Preferences. We may also contact you for these purposes.</p> <p>Your Personal Data may be transferred to other companies in the bpost group in order to send you a letter to validate your address and thus prevent fraud</p>	<p>This processing is based on bpost's <i>legitimate interest in</i> offering secure services and combating fraud or abuse in its service offering.</p>

4. Does bpost use your personal data for profiling or automated decision-making purposes?

In order to offer personalized advertising, bpost creates profiles of the users of its websites, applications, services or products. bpost derives information about your interests and preferences from the personal data it collects on your use of bpost's websites, applications, services or products. Based on these interests and preferences, bpost creates profiles and uses them to send or display personalized advertising.

bpost does not systematically carry out automated decision making within the meaning of Article 22 of the General Data Protection Regulation, namely automated decision making with a legal or significant consequence for you, , in the context of the My Parcels Preferences service.

5. With whom do we share your personal data?

bpost shares the personal data collected and processed within the framework of the "My Parcel Preferences" Service with:

- Service providers acting as processors, notably hosting and ICT service providers, Infosys and TCS, Indian IT maintenance providers, DXC and Amazon Web Services (servers in Europe),SPEOS, to send the fraud letter, as well as other subcontractors, including other companies in the bpost group to carry out delivery according to the Service.
- Operators of advertising platforms (such as Google, Meta and LinkedIn).

6. Will your personal data be transmitted to countries outside the european economic area?

Some service providers and third parties with which your personal data are shared are located in a country outside the European Economic Area where the data protection rules differ from those that are effective in Belgium and elsewhere in the European Economic Area, including India.

bpost has taken the necessary steps to ensure an adequate level of protection for your personal data in accordance with the General Privacy Policy.

7. How long do we keep your personal data ?

With the exception of the Delivery Preferences given for the reception of a specific Parcel, for which the retention period is 13 months from the delivery of this Parcel, the personal data you transmit to us will be kept for a period of 36 months after the last activity in the My Parcel Preferences service, after which the data will be deleted. The last activity means each connection to your My Parcel Preferences profile, each correspondence of your data (name, first name, postal address and/or e-mail address) with a parcel addressed to you and each delivery of a parcel in accordance with your specified preferences.

8. What rights do you have regarding your personal data?

Provided they comply with the conditions of the General Data Protection Regulation, you have the rights described in the General Privacy Policy (Access, rectification and erasure, restriction of processing, data portability, objection, withdrawal of consent, point 12).

9. How can I contact bpost?

For questions, complaints or the exercise of your rights, please contact bpost and its data protection officer:

- Online via our [web form](#).
- By post to the following address: bpost, Attn. Data Protection Office, Anspach Boulevard 1 box 1, 1000 Brussels.

For security reasons, we ask you to accompany your requests with your full contact details and a means of verifying your identity (e.g. a copy of the front of your identity card or driving license in which the photograph and the national register number or card number must be illegible). bpost reserves the right to request additional documentary evidence where necessary. bpost may refuse requests that it considers excessive or constitute an abuse of the relevant right.

10. Amendments to this general privacy policy

bpost reserves the right to amend this Specific Privacy Policy, in particular in order to adapt it to a change in the provision of services or to legal and/or regulatory requirements. Amendments to this Specific Privacy Policy enter into force at the time of publication. We recommend that you always consult the most recent version. The date of the last revision will be mentioned at the beginning of this Specific Privacy Policy.