



Privacy Policy and GDPR Compliance

Introduction

At JO-A SA, we place the utmost importance on protecting the privacy and personal data of our users. This Privacy Policy describes how we collect, use, share, and safeguard the personal information you provide when using our website www.joa-interior.be, as well as your rights under the **General Data Protection Regulation (GDPR)**.

By accessing or using our website, you acknowledge that you have read and understood this Privacy Policy.

1. Collection of Personal Data

1.1 Types of Data Collected

We may collect and process the following categories of personal data:

- **Identity information:** first name, last name
- **Contact details:** email address, telephone number
- **Browsing data:** IP address, cookies, browsing history
- Any other information that you voluntarily provide via online forms or correspondence

1.2 Methods of Collection

Your data may be collected:

- When you complete a contact form on our website
- When you subscribe to our newsletter
- Through cookies and similar tracking technologies (see Section 7 below)

2. Use of Personal Data

We process your personal data for the following purposes:

- To provide, operate, and manage the services available on our website
- To respond to your inquiries and provide requested information
- To improve the functionality and performance of our website and user experience
- To comply with legal or regulatory obligations applicable to JO-A SA

We process your personal data based on one or more of the following legal grounds: your consent, the performance of a contract, compliance with legal obligations, or our legitimate interests.

3. Sharing of Personal Data

We do not sell or rent your personal data to third parties.

However, your data may be shared in the following circumstances:

- With trusted service providers or partners acting on our behalf (e.g., technical or hosting providers), strictly within the scope of their services
- Where required to comply with a legal obligation or lawful request from public authorities
- With your prior and explicit consent

All third parties with whom we share data are bound by appropriate confidentiality and data protection obligations.

4. Data Retention

We retain your personal data only for as long as is necessary to achieve the purposes for which it was collected, or as required by applicable law.

Once the retention period has expired, your data will be securely deleted or anonymized.

5. Your Rights

In accordance with the GDPR, you have the following rights with respect to your personal data:

- **Right of access** – to obtain confirmation and a copy of the personal data we hold about you
- **Right to rectification** – to request correction of inaccurate or incomplete data
- **Right to erasure (“right to be forgotten”)** – to request the deletion of your personal data
- **Right to restriction of processing** – to limit the processing of your personal data under certain conditions
- **Right to data portability** – to receive your data in a structured, commonly used, and machine-readable format
- **Right to object** – to object to the processing of your personal data, including for marketing purposes

- **Right to withdraw consent** – where processing is based on your consent, you may withdraw it at any time

To exercise any of these rights, please contact us at: **info@joa.be**

We will respond to your request as soon as possible, and in any case within the time limits prescribed by law.

6. Data Security

We implement appropriate technical and organizational measures to ensure the security and confidentiality of your personal data and to prevent unauthorized access, alteration, disclosure, or destruction.

7. Cookies

7.1 What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They allow us to recognize your browser, remember your preferences, and improve your browsing experience.

7.2 Types of Cookies Used

Our website may use the following types of cookies:

- **Strictly necessary cookies** – required for the proper functioning of the website
- **Performance cookies** – used to analyze how visitors use the site
- **Functionality cookies** – used to remember your preferences and enhance usability
- **Advertising cookies** – used to deliver relevant advertisements and measure their effectiveness

You may manage your cookie preferences via your browser settings or through our cookie management tool.

8. Changes to This Privacy Policy

We reserve the right to amend or update this Privacy Policy at any time. Any modifications will be published on this page, along with the date of the latest update. We encourage you to review this page periodically to stay informed of any changes.

9. Contact

For any questions or requests regarding this Privacy Policy or the processing of your personal data, please contact us at:

JO-A SA

Rue Washington 145, 1050 Brussels, Belgium

Email: info@joa.be

Phone: +32 493 51 45 05

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