

Privacy Policy and GDPR Compliance

1. Introduction

1.1 We attach great importance to the privacy and protection of the personal data of our users. This privacy policy explains how JO-A SA collects, uses, shares and protects the personal information you provide when using our website www.joa-interior.be. It also details your rights under the General Data Protection Regulation (GDPR).

1.2 JO-A SA, whose registered office is located at Rue Washington 145, 1050 Brussels, registered with the Crossroads Bank for Enterprises under number 0477.094.203 (hereinafter referred to as "Joa"), determines the manner and reasons for which your personal data may be processed. As such, Joa is the Data Controller for your personal data, as explained in this privacy statement.

2. Collection of Personal Data

2.1. When you browse this website, Joa processes personal data about you ("data subject(s)" or "you") in the manner described below.

2.2. We are committed to protecting your privacy and your personal data and to respecting your rights. This privacy statement explains how we process your data in accordance with applicable laws.

2.3 Types of Data Collected. Joa may process your personal data collected via the website www.joa-interior.be for various purposes. Below, we describe for each purpose the type of activities we carry out, the categories of data subjects to which this processing relates, the categories of personal data we process, as well as the applicable legal basis.

Purpose	Legal basis (Art. 6 GDPR)	Type of data collected	Retention period
Managing requests via contact form	Performance of a pre-contractual measure / legitimate interest in responding to the request	First name, last name, email address, phone number, message content and any information voluntarily provided in the form	3 years from the last contact
Sending the newsletter	Consent of the data subject	Email address	Until withdrawal of consent (unsubscription), then deletion within 1 month
Performance, functionality and advertising cookies	Consent of the data subject & legitimate interest	IP address, cookie identifiers, browsing data (pages visited, interactions, technical preferences)	Maximum 13 months from placement, see section 7
Improving user experience (anonymised statistics)	Legitimate interest	Anonymised or pseudonymised browsing data (truncated IP address, aggregated browsing history)	Maximum 13 months

3. Sharing of Personal Data

We do not share your personal data with third parties, except in the following cases:

- When necessary to provide the requested services (e.g. technical service providers).
- To comply with a legal or regulatory obligation.
- With your explicit consent.

4. Data Retention

We retain your personal data only for as long as necessary for the purposes for which it was collected, unless a longer retention period is required or permitted by law.

5. Your Rights

Under the GDPR, you have the following rights:

- **Right of access:** Obtain a copy of your personal data.
- **Right to rectification:** Correct inaccurate or incomplete information.
- **Right to erasure:** Request the deletion of your personal data.
- **Right to restriction of processing:** Temporarily restrict the use of your data.
- **Right to data portability:** Receive your data in a structured and commonly used format.
- **Right to object:** Object to the processing of your personal data.
- **Right to withdraw consent:** Where processing is based on your consent.

To exercise your rights, please contact us at info@joa.be

6. Data Security

6.1. JO-A SA has not appointed a Data Protection Officer (DPO), as it is not legally required to do so. For any questions relating to your personal data, please contact info@joa.be.

6.2. We implement appropriate technical and organisational measures to protect your personal data against loss, unauthorised access or disclosure.

6.3. In order to ensure the security of your data and to prevent misuse, before responding to your request, we will ask you to provide acceptable proof of your identity and we will verify the legitimacy of your request.

6.4. If you have reason to believe that the processing of your personal data by Joa infringes applicable laws, you have the right at any time to lodge a complaint with a supervisory authority. You may contact the Belgian Data Protection Authority (DPA) at the following address: Rue de la Presse 35, 1000 Brussels / contact@apd-gba.be.

7. Cookies

7.1 What is a Cookie?

A cookie is a small text file stored on your device when you visit a website. It allows the website to recognise your device and remember certain information.

7.2 Types of Cookies Used

- Strictly necessary cookies.
- Performance cookies.
- Functionality cookies.
- Advertising cookies.

For a complete list of the cookies used on the website, please visit the "Cookie Preferences" tab.

You can manage your cookie preferences via your browser settings or by using our cookie management tool.

8. Changes to the Privacy Policy



We reserve the right to modify this privacy policy at any time. Changes will be published on this page with an updated date.

9. Contact

For any questions regarding this privacy policy or your personal data, please contact us:

JO-A SA, Rue Washington 145, 1050 Brussels, Belgium

info@joa.be +32493514505

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