

Privacy Statement

1. Purpose and Object Privacy Statement.

When you make a donation through our website as a user, either as an individual or on behalf of a nonprofit organization, WeGlow.World collects information about you. This privacy statement describes how WeGlow.World collects, uses, stores and protects your personal data or your organization's data ("Processing"). By personal data, we mean any information that can be traced back to you as an individual or your organization, such as name, phone number, address, etc.

This privacy statement has been prepared in accordance with the General Data Protection Regulation ("AVG"), which focuses primarily on the protection of natural persons. However, we also recognize the importance of protecting data related to non-profit organizations acting as users of our website. Therefore, we strive to take an inclusive approach, where both individual donors and non-profit organizations can feel protected under this statement.

2. Who is the data controller?

WeGlow.World, is the organization responsible for processing your personal data. The full details of WeGlow.World are as follows:

WeGlow.World BV
Frank van Dyckelaan 7b, 9140 Temse
BE 0758.424.588
hello@weglow.world.

Hereinafter also referred to as "we" or "us".

3. What personal data do we collect?

We collect and process the following categories of personal data:

- Identification data such as name en first name
- Contact details such as e-mail address
- Transaction data such as information on products purchased and bank account number
- Information resulting from your interaction with us such as feedback to satisfaction surveys, content of emails and complaints

Any information related to your interaction with WeGlow.World such as feedback on satisfaction surveys, email content and complaints

The personal data used by WeGlow.World is processed solely through the WeGlow.World website (namely: <https://weglow.world>), via email or telephone, or through cookies and similar technologies. For more information about cookies and similar technologies, please refer to our Cookie Policy. To protect the privacy of our users and in accordance with the principle of data minimization, we do not collect detailed address information. When asked to "light a candle" on the card in support of a charity, we offer the option to do so on an optional basis by specifying only the city (e.g. Ghent, Antwerp, etc.), without the need to provide full address information.

4. For what purposes and on what legal basis do we collect personal data?

In the interests of transparency, the purposes and legal grounds for Processing your personal data are set out in the table below. If WeGlow.World wishes to Process your personal data for other purposes, it will seek your consent to the extent necessary.

Purposes	Legal grounds
Managing a campaign page and establishing and executing sponsorships, gifts and donations.	This Processing is based on <i>performance of an agreement</i> between you as a Donator and WeGlow.World. The data collected from you is therefore necessary for the conclusion or performance of the agreement. In this regard, think of your (first) name, email address and banking details.
Sharing informative or operational messages concerning our services	This Processing is based on WeGlow.World's <i>legitimate interest</i> in informing Donators of, among other things, corporate and/or privacy policy changes to ensure transparency.
Responding to questions and requests	This processing is based on the <i>legitimate interest</i> of WeGlow.World to inform (potential) Donators and ensure good relations.
Improving the services of WeGlow.world	This processing is based on the <i>legitimate interest</i> of WeGlow.World to optimize its services to the needs of Donators, by collecting feedback through satisfaction surveys.
Direct marketing	This processing is based on the <i>legitimate interest</i> of WeGlow.World to promote its services among its Donators by providing updates, tips and additional information about our services. For others or when required by law, <i>consent</i> will be sought.
Business transactions	Processing for these purposes is necessary for WeGlow.world's <i>legitimate interest</i> in carrying out a potential business transaction to implement its business strategies or grow its business. This could include evaluating or carrying out an acquisition, merger, demerger, restructuring, reorganization, dissolution or other sale or transfer of assets. Also, in the cases of bankruptcy, liquidation or similar proceedings where personal data held by WeGlow.World is part of the transferred assets.
Anti-fraud, enforcement of our rights and dispute resolution	These Processing operations are necessary for a <i>legal obligation to which</i> WeGlow.World is subject or, in the absence of such an obligation, for the <i>legitimate interest</i> of WeGlow.World in defending itself before the courts and in combating fraud, offences and infringements.
Compliance with accounting and business obligations	This Processing are necessary for a <i>legal obligation</i> imposed on WeGlow.World.

5. Data profiling or automated decision-making

WeGlow.World does not use decisions based solely on automated processing, which produces legal effects on you as a User or otherwise significantly affects you, within the meaning of Article 22 GDPR.

6. With whom do we share your personal data

In view of the aforementioned purposes, WeGlow.world may rely on service providers who process personal data in the name and on behalf of WeGlow.World.

In particular, WeGlow.world may rely on:

- Hosting and ICT service providers. They process data, for example, for the purpose of technical interventions for the maintenance or hosting of the data.
- Professional service providers acting as data controllers, such as lawyers or accountants.
- Payment service providers in order to enable you to complete the donation.
- Third parties in the context of a corporate transaction such as (split-off), merger or acquisition.

WeGlow.World may, in certain cases, share personal data with the organizations that initiate the actions or projects to which you contribute, provided that this is necessary to carry out the donation or to communicate the impact of your contribution. This sharing of data occurs only with your explicit consent or when it is strictly necessary for the realization of the specific purpose for which the donation is made. We strive to be transparent about with whom we share your data and for what purposes.

7. Are your personal data transferred to countries outside the European economic area?

Generally, donors' personal data is processed within the European Economic Area (EEA), where the General Data Protection Regulation (GDPR) applies. However, depending on the service providers WeGlow.World uses, including but not limited to technology services such as Google Maps for the provision of certain functionalities on our website, your personal data may be transferred to countries outside the EEA.

In cases where transfers of personal data to countries outside the EEA occur, we ensure that such transfers are in compliance with the AVG and that appropriate safeguards are applied. This may be, for example, through the use of standard contractual clauses approved by the European Commission, or by cooperating with entities in countries deemed "secure" by the European Commission.

The emphasis on data minimization remains a priority, and we strive to collect and process only the necessary data, and to cooperate only with service providers that share our commitment to data protection.

How long do we keep your personal data?

In principle, we retain your personal data only for as long as necessary for the purposes as described above. We will only retain data after this time to the extent required of us by legal provisions (e.g., for tax reasons) or if there is an outstanding issue regarding your data.

It is also possible to request the deletion of personal data upon simple request. We will process your request in the manner stated in Section 10.

8. What data security measures does WeGlow.World take?

WeGlow.World takes technical and organisational security measures to protect your personal data against destruction, loss, modification, access, or misuse. This includes measures to limit access to the personal data as much as possible and to grant access only when necessary. The security measures are regularly reviewed and adjusted to ensure an appropriate level of security. We therefore NEVER sell, trade, or rent Donators' personal information to third parties.

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

As a Donator, you have several legally enshrined rights under the terms of the GDPR. We list them schematically for your convenience.

Right of access	As a Donator, you have the right to obtain clarification from WeGlow.world as to whether WeGlow.world is processing your personal data and, if so, to inspect that personal data. In addition, you also have the right to obtain a copy of this personal data.
Withdrawal of consent	If the processing of your personal data is based on consent, you may withdraw your consent to the processing. However, this withdrawal does not affect the lawfulness of the processing of your personal data for the period prior to the time of this withdrawal.
Right to rectification	As a Donator, you have the right to obtain from WeGlow.World rectification of what you believe to be inaccurate data. In addition, you have the right to obtain the completion of incomplete data, subject to the purposes of the Processing.
Objection	You can at any time object to the use of your data in the cases of direct marketing. For example, it is always possible to indicate that you no longer wish to receive promotional emails from WeGlow.World. In other cases where the processing relies on legitimate interest, you can also object. WeGlow.World will cease processing after investigation unless there are compelling legitimate grounds for further Processing.

Right to data portability	As a Donor, you have the right to obtain the personal data you have provided to WeGlow.World in a structured, common and machine-readable form. In doing so, you also have the right to transfer this data to another data controller, provided that the legal conditions are met.
Restriction of processing	You have the right to obtain from WeGlow.World the restriction of processing if the legal conditions are met. This means that in certain cases we may only retain data, but not use it further.
Right to be erased	You may ask WeGlow.World to delete any personal data we hold concerning you, for example, if you believe that we do not or no longer have a legitimate legal basis for processing it. However, we are required to retain certain information to comply with legal (e.g., tax) retention periods.
Complaint to the competent authority	In addition, you have the right to file a complaint with the competent supervisory authority of the place where you habitually reside or work or where an alleged violation was committed. For Belgium, this is the Data Protection Authority (www.gegevensbeschermingsautoriteit.be/burger/acties/klacht-indienen).

10. How can I contact WeGlow.World

If you have any questions regarding this privacy statement, the processing of your data or your rights as a Donator, please feel free to contact us via info@weglow.world.

11. Amendments to this privacy policy

In order to adequately safeguard the rights of the Donators, WeGlow.World reserves the right to update this privacy policy at any time. Amendments to this privacy policy will take effect at the time of publication. In the event a change occurs, the date of edit will be noted at the end of the privacy policy.

This document was last updated on 20/03/2024