

REON ENERGISE Privacy Notice

Introduction

Reon is taking data protection very seriously. Data collected by Reon is managed by Fontem Ventures BV, the Reon brand owner, and may be shared with local Imperial Brands PLC Group subsidiary located in your country. Reon is collecting different types of data for different purposes, you can find the details below. This Privacy Notice is applicable to all personal data that Reon is collecting when you interact with Reon. The head quarter of Reon is located in Amsterdam, The Netherlands where we process most personal data.

In case you have a question about our Privacy Notice or the usage of your data, please contact our Customer Service here or contact us via info@myreon.com.

Categories & Purpose

Reon is processing different categories of personal data, such as (but not limited to):

Information to deliver your product. In order to deliver the product to you we are collecting your name, email address, address and in some cases your phone number to send you order information. In case you order a Reon product, we perform an age-check since we cannot sell to minors.

Creation of an account. In case you sign up for an account with us, we collect your name and email address. You can also choose to sign-up for personalised updates through email. In case you have provided your consent to receive information, news and offers via SMS/Phone direct mailing, we can contact you through those channels.

Reon Loyalty program. When you create an account with Reon.com you will be able to redeem your coupon codes and collect points from your online purchases that both can be exchanged for discounts. We will also be using your point activity to personalize the messages that you receive from us. Your points will be tracked with a unique loyalty number each time you make a purchase with the same Reon account. Your loyalty account is managed by a third party provider, S Loyalty. For details on how S Loyalty handle your data, please follow this link: <https://www.sloyalty.com/privacy-policy/>

Personalised updates through email. In case you sign up for personalised updates (based on your online preferences and behaviour on our website) through email you will receive emails from us with news, events and offers tailored to your preferences. You can adjust the latter regarding emails in the [preference centre](#). You can unsubscribe through a link in every email that we send out.

Contacting Customer Service. In case you are contacting our Customer Service we are ready to help you with any type of problem you might encounter. In some cases, we will save your contact information to be able to contact you regarding your questions. It is also possible to contact our Customer Service through our Facebook Messenger function available on the website. The information you provide in the chat might be saved in our system to ensure you receive support in the correct way by our Customer Service. Please note that the information you provide in Facebook Messenger may also be stored by Facebook. For details on Facebook's privacy policy, please follow this link: https://en-gb.facebook.com/full_data_use_policy

Leaving a product review. If you leave a review about a Reon product on our website, we collect personal data about your experience with Reon. You can choose what information you would like to provide. The information is being collected to give readers of the review a better understanding of your information. Reviews are managed by third party app Judge.me. For details on how Judge.me handles your data, please follow this link:

https://judge.me/privacy?utm_source=newsletter&utm_medium=email&utm_campaign=gdpr_judge_me_update_for_tos_and_privacy_policy&utm_term=2018-05-24

Participating in an offline event. In case you participate in an offline event, your data may be collected to better understand your preferences. The data is collected via Reon's online data collection tools and data is handled under the same privacy policy as outlined in this document. In some cases, the offline data collection may be part of a promotional initiative.

Personalising your shopping experience. Based on your activity on our website and response to our newsletter we personalise your shopping experience and communication towards you to ensure you will see contents that are relevant for you.

Survey invitations. Occasionally you will receive an invite from us to fill out a questionnaire. You are free to choose if you would like to fill out the questionnaire. The provided information will be used to better understand your preferences and to serve you better.

Market research & analysis. Based on the feedback you provide us, we perform market research and analysis to improve our service to you.

Lawful Basis & Legitimate Interests

The majority of the data is collected to optimise our service to you as a customer. Whenever consent is required (for example for marketing purposes) we collect consent. In some occasions we collect data because we are required to do so by law. To improve our services to you we create reports for internal decision making. These reports do not include your personal data.

Recipients

We limit the amount of people that have access to your data and to only make available what is needed to service you. In order to do so, there are certain categories of processors that have access to the data:

CRM solutions, including analytics solutions. Location: EU & US

Cloud storage providers. Location: EU & US

Payment handling solution. Location: US.

Tracking solutions. Location: EU & US

Loyalty program. Location: Hong Kong

Review tool. Location: US

Data collection tool. Location: US & EU

Analytics solutions. Location: EU & US.

Fulfilment & delivery of products providers. Location: EU.

We may share your data with third parties to whom we may choose to sell, transfer or merge part of our business or when we reorganise our business assets.

Please note that your data is not sold to any third parties. In case your data is stored outside of the EEA, appropriate safeguards have been put in place.

Overseas Transfers

In some cases, your personal information will be stored on servers located outside of the EEA. In this case, Fontem Ventures/Reon has taken appropriate measures to ensure your data is stored safely. Fontem Ventures is part of Imperial Brands PLC group. In the case Fontem Ventures shares data company-wide, and if needed Data Processing Agreements have been put in place. You can ask to see these arrangements by contacting customer services on info@myreon.com.

Retention

We will store your data in case you are an active customer/newsletter recipient. In case you have not bought a product with us or have not used your account for 27 months and you are not subscribed to our newsletter, we will no longer keep your personal data for commercial purposes. However, you are always welcome to sign-up again! We will keep financial data (including your personal data) for as long as required by law.

Your Rights

If you would like to adjust your privacy settings, log-in to your account at www.myreon.com and go to your personal details. In your account you can update and or modify your data.

You have a right within certain legal parameters to ask us

- to see what personal information we hold about you
- to correct your personal information
- to erase your personal information
- not to use your personal information in a particular way
- to port your personal information, and
- to restrict how we use your personal information.

In case you would like to know more about this or exercise any of these rights, please contact our Customer Service via info@myreon.com.

If we have asked you and you have given us permission to use your personal information in any particular way, you have the right to withdraw that permission at any time.

If you have a complaint about how we have used your information, you have the right to complain to our Customer Service via info@myreon.com or to the Information Commissioner's Office <https://ico.org.uk/>.

Personalised shopping

In order to provide you with a personalised shopping experience, we have automated certain processes. We will send you marketing information based on your preferences. These preferences can be based on your online behaviour and/or surveys you have participated in. Based on this, personalised emails will be sent out (in case you are subscribed) or personalised advertisements will be shown to you. Based on your online behaviour and preferences our website might also be adjusted accordingly. In certain cases, your data might be matched to third-party data to build up a profile. This profile will give us insight on how we can personalise your experience with us. In case you would like to adjust this, you can adjust your email preferences via the link in every email that we send.

Purchase at a market place

In case you are buying a Reon product at a market place, we will receive information about your purchase and personal data with the market place.

Links to Other Websites

The Site may link to other websites which are outside our control, and other websites outside our control may link to our Site. Whilst we try to ensure that we link only to websites which share our privacy and security standards, we and our service providers are not responsible for the terms of use, privacy policies, operation, performance and content of other websites or for the protection of any information which you provide on other websites. You should exercise caution and review the privacy statement applicable to the website in question.

Google Analytics features based on Display Advertising, including Google Analytics Demographics and Interest Reporting

This provides us with anonymous aggregated data to shape our services around our users' interests and the ability to re-market to our users when on other properties. To opt out of these features you can use Ads Settings (<https://www.google.com/settings/ads>) to opt out of this and use a browser add-on (<https://tools.google.com/dlpage/gaoptout/>) to opt out of all Google Analytics data collection.

Advertising / Re-Targeting

Advertising cookies let us make advertising more engaging for our users using third party vendors. Some common applications of cookies are to select advertising based on what's relevant to a user; to improve reporting on campaign performance and to avoid showing adverts that the user has already seen. Retargeting cookies allow us to advertise to visitors to our websites via third party vendors. Third party vendors will show our adverts on sites across the internet and use cookies to serve adverts based on past visits to our website.

Reon uses AdRoll Advertising and you can learn more about the cookies that AdRoll uses here: <https://www.adrollgroup.com/privacy>.

Reon uses Facebook Advertising (<https://www.facebook.com/about/privacy/advertising>) and you can learn more about the cookies that Facebook use here (<https://www.facebook.com/help/cookies>).

If you wish to opt out of a third-party vendor's use of cookies for interest based advertising visit www.aboutads.info.

Cookies

The Reon website is using cookies to be able to make your experience on our website as pleasant as possible. In case you would like to know more, please refer to our Cookie Policy. You will also find more information on how you can adjust your cookie settings.

Please note that this website does not respond to a 'Do Not Track' signal.

Contact us with your questions!

In case you have additional questions about your privacy, data or any other topic, you can contact our Customer Services at info@myreon.com or on 0800 031 9161 (Monday – Friday, 9am – 5pm, free from a UK landline).

The contact information/address of Fontem Ventures/Reon is:

Fontem Ventures BV.

Radarweg 60

1043 NT Amsterdam

The Netherlands