

→ Start

Your privacy is our priority

DATA PROTECTION INFORMATION | 2026

D'leteren

D'ieteren

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

Content

1. What is the purpose of this information notice? 3

2. Who is the data controller? 5

3. Which personal data do we process? 7

3.1 Categories of data subjects 9

3.2 Categories of personal data 10

4. How and why do we process your personal data? 12

4.1 To deliver you our products and services 15

A. To provide you with offers and quotes 15

B. To provide you with the requested products and services and manage our contractual relationship 15

C. To provide you with specific online services 16

D. To facilitate our exchanges and improve our services, we may use artificial intelligence (AI) tools 16

E. To provide you with delivery/installation services 18

F. To provide you with specific fleet customer services and manage the fleet contractual relationship 18

G. To ensure compliance with legal obligations 18

H. To secure D'ieteren Automotive premises, assets, tools and events 19

I. To provide optional services to facilitate access to products/services offered by subsidiaries and partners 19

4.2 To promote D'ieteren Automotive products and services 20

A. To present D'ieteren Automotive products and services on websites 21

B. To offer you test drive experiences 21

C. To contact customers for lead follow-up or to propose specific advantages or offers 21

D. To address you personalised marketing communications 22

E. To address marketing communications to existing clients about products and services similar to those already purchased 22

F. To develop and improve our marketing strategy 23

G. To inform you about D'ieteren Automotive activities and products/services through the use of online platforms 23

H. To create new distribution lists/audiences in order to disseminate D'ieteren Automotive advertising to the most interested people, in particular using social media tools 24

I. To display advertising on third-party media platforms or web sites 24

4.3 To improve customer experience and optimise our operational efficiency 25

A. To organise our network 25

B. To collect feedback through satisfaction surveys 25

C. To carry out market research to properly design or improve our products and services 26

D. To perform quality control on delivered products/services 26

E. To define and improve customer loyalty program 27

F. To interact with you and answer your requests/claims 28

G. To protect our interest and manage disputes 28

5. With whom do we share your data? 29

A. D'ieteren Automotive subsidiaries 31

B. D'ieteren Automotive processors 31

C. Public authorities 32

D. D'ieteren Automotive partners 32

6. Where are your data located? 33

7. How long do we keep your data? 35

8. How do we protect your data? 37

9. What are your rights and how can you exercise them? 39

How to Contact us? 41

Modifications to this information notice 41

D'ieteren

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

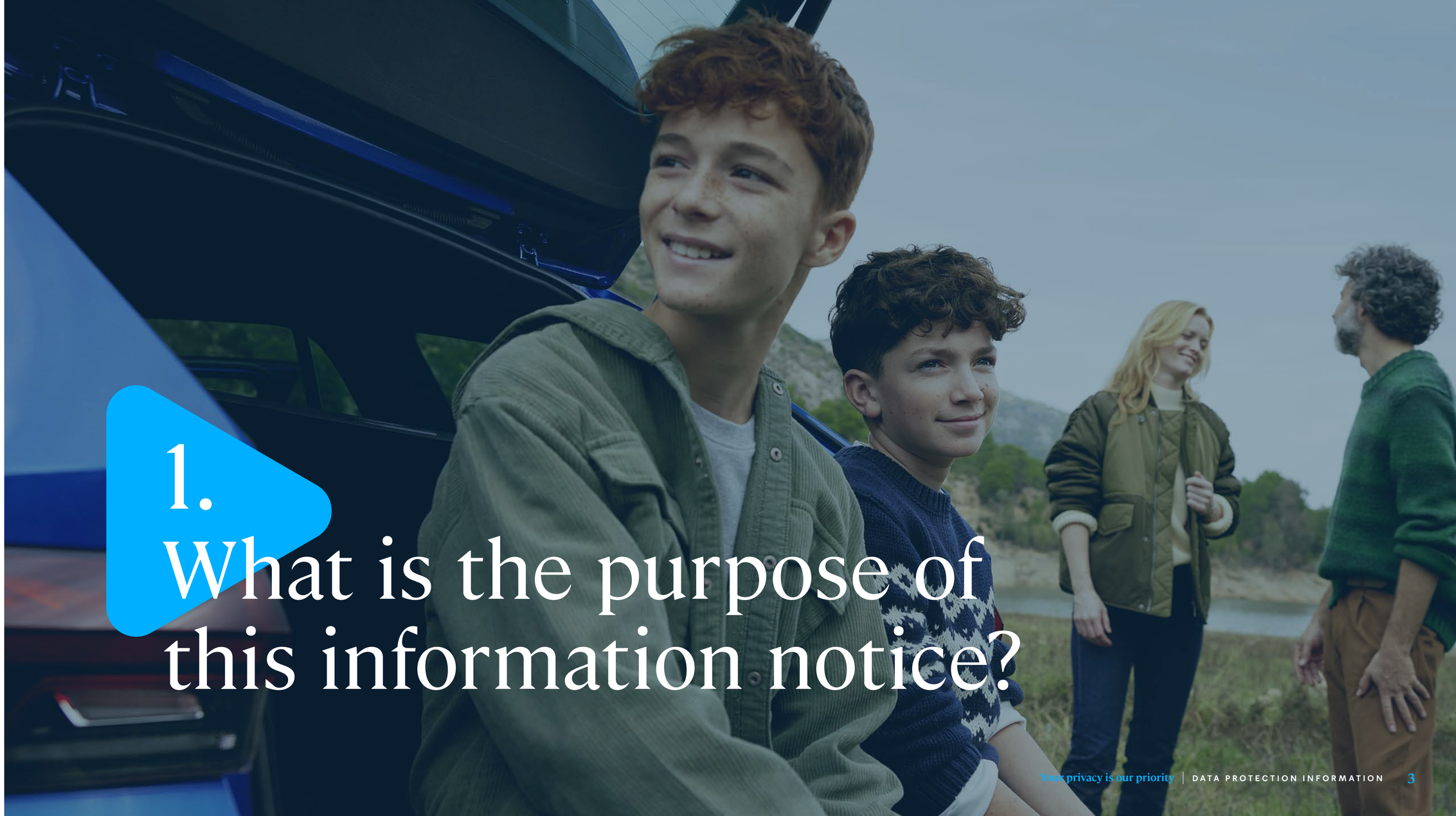
Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



1. What is the purpose of this information notice?

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

The aim of this information notice is to provide you with clear and comprehensive information about the processing of your personal data by D'Ieteren Automotive SA/NV (hereinafter "D'Ieteren Automotive", or "we").

We process your personal data in accordance with the General Data Protection Regulation 2016/679 of 27 April 2016 (hereinafter "GDPR") and the Belgian law of 30 July 2018 on the protection of individuals with regard to the processing of personal data (hereinafter "Privacy law").

To provide you with an easy access to the relevant information, this information notice is structured in different sections:

- Who is the data controller? (2.)
- Which personal data do we process? (3.)
- How and why do we process your personal data? (4.) In this section, we are providing you with a comprehensive overview of the main processing activities grouped under three main purposes:
  - to provide you mobility related products and services (4.1.),
  - to promote D'Ieteren Automotive offer of products and services (4.2), and
  - to improve your experience of customer of mobility products and services and to optimise D'Ieteren Automotive operational efficiency (4.3).
- In the next sections, you can access additional information relating to specific topics: the sharing of data with third-parties (5.), the location of your data (6.), the duration of the processing activities (7.), the security of data (8.), a reminder of your rights and how to exercise them (9.), how to contact D'Ieteren Automotive in relation with the processing of your personal data.



Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



2. Who is the data controller?

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

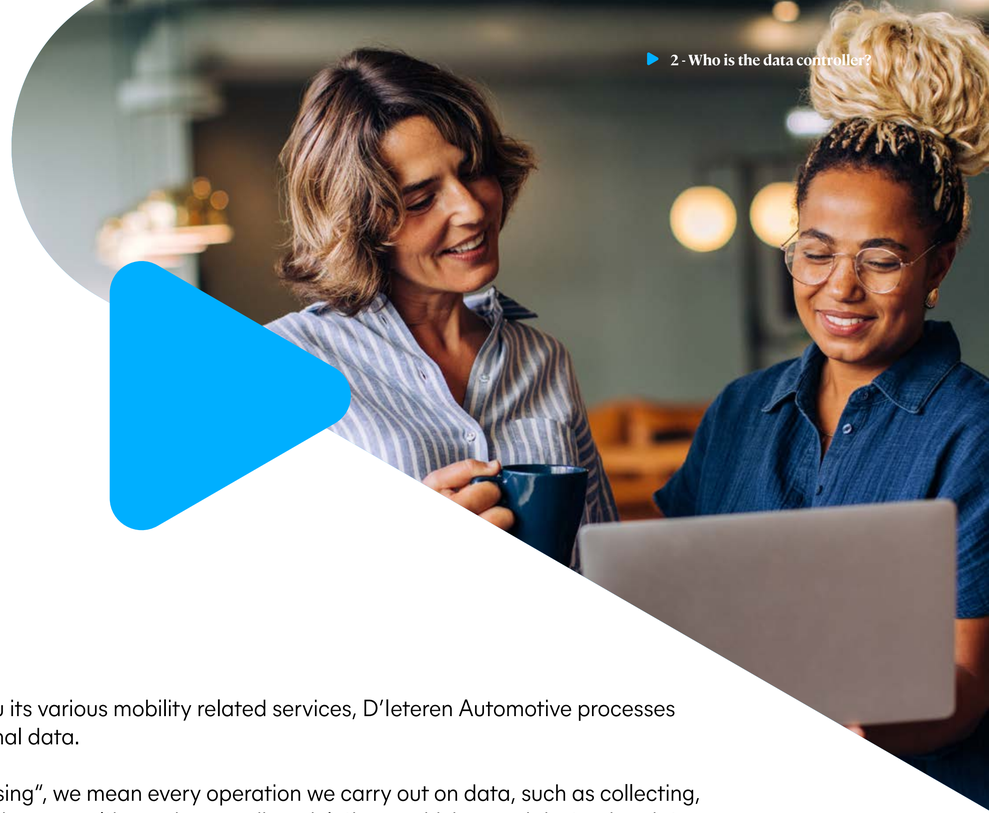
Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



D'Ieteren Automotive SA/NV, having its registered offices at Rue du Mail 50 in 1050 Brussels, is a Belgian company active in the import and distribution of vehicles, spare parts, accessories, bicycles and the provision of automotive and mobility services. These include charging solutions, solar energy installations and repair services. D'Ieteren Automotive conducts its business primarily in Belgium and, with regard to Microlino vehicles, also in France. D'Ieteren Automotive imports and distributes the VW AG (Volkswagen, Audi, SEAT, CUPRA, Škoda, Volkswagen Commercial Vehicles, Porsche) and Microlino vehicles, and distributes Maserati, Bentley, Lamborghini, Bugatti, and Rimac vehicles.

The mission of D'Ieteren Automotive is to provide our customers with seamless and sustainable mobility for everyone. At D'Ieteren Automotive, a vehicle is not just one product: it is a collection of connected services enhancing your lifestyle. D'Ieteren Automotive has pioneered the development of new mobility services, like shared and multi-mode mobility services such as Poppy, Taxis Verts, Husk.

D'Ieteren owns several subsidiaries, and more specifically:

- D'Ieteren Mobility Company (DMC) – D'Ieteren Automotive Retailer;
- My Way en Audi Approved Plus (used cars);
- Wondergroup (car maintenance franchise WonderServices and body part repair Wondercar);
- D'Ieteren Energy (charging stations for electric vehicles and solar power facilities);
- Lucien Bike (bike retailer);
- Joule (bike financing services);
- D'Ieteren Micromobility (urban micro vehicles);
- Lab Box (operating Husk (private driver transport solutions), Mob box (mobility consulting) and mBrella (HR mobility services));
- Poppy (car sharing services);
- Taxis Verts (hub for taxi services);

To offer you its various mobility related services, D'Ieteren Automotive processes your personal data.

By "processing", we mean every operation we carry out on data, such as collecting, saving, storing, consulting, using, sending, deleting, archiving, and destroying data.

D'Ieteren Automotive is to be considered as the data controller where it determines the purpose for which the data are processed and how they are processed. In such a case, the present Privacy information notice shall be used to inform the data subjects whose data are processed by D'Ieteren Automotive.

In case D'Ieteren Automotive is deciding together with other entities, all deciding entities are considered as joint controllers, in accordance with GDPR. Where appropriate, the present information notice shall contain specific additional information regarding joint controllership situations.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

• INDEX 3.

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



3. Which personal data do we process?

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

- INDEX 3.

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

3.1 Categories of data subjects

3.2 Categories of personal data

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

• INDEX 3.

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

In the course of its activities, D'Ieteren Automotive interacts with several categories of natural persons (hereinafter "data subjects") (3.1.) and needs to process specific types of personal data (3.2.).

3.1 Categories of data subjects

As part of its activities, D'Ieteren Automotive is processing personal data relating to different categories of data subjects. To ensure that you can easily determine whether you are concerned by a processing activity carried out by D'Ieteren Automotive, the list below provides for further details on the categories of data subjects whose personal data are processed.

Customers
Individuals (private or self-employed professionals) who are in a contractual relationship with D'Ieteren Automotive and its dealers/distributors network for the supply of goods (e.g. vehicle) and/or services (e.g. vehicle maintenance).

Company representatives
Individuals who are the contact persons or representatives of companies which are in a contractual relationship with D'Ieteren Automotive and its dealers/distributors network for the supply of goods (e.g. vehicle) and/or services (e.g. vehicle maintenance) for their employees and/or other individuals working for them (e.g. directors, agents) (referred to as "drivers/users" in this information notice).

Prospects
Individuals (acting for private purposes, company representatives, drivers/users, or self-employed professionals) who show any interest in D'Ieteren Automotive's products, services and/or activities and who are not (yet) in a contractual relationship with D'Ieteren Automotive (e.g. individuals requesting to receive marketing communications from D'Ieteren Automotive, requesting a test drive, or requesting an offer).

Drivers/users
Employees and other individuals (e.g. directors, agents) who are not directly in a contractual relationship with D'Ieteren Automotive or its dealers/distributors network, but who are offered goods (e.g. vehicle) and/or services (e.g. vehicle maintenance) supplied by D'Ieteren Automotive under a contract concluded with the company/organisation for which they are working, or under a contract concluded with a customer for his/her benefit.

Internet users
Visitors of D'Ieteren Automotive's websites, social media pages and/or other online services provided by D'Ieteren Automotive.

Visitors
Individuals visiting D'Ieteren Automotive premises (e.g. dealerships, garages, offices, event venues).

Press & media
Individuals working for press & media (in particular, journalists) and people interested in D'Ieteren Automotive activities.



Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

• INDEX 3.

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

3.2 Categories of personal data

To develop its activities, D'Ieteren Automotive is processing various categories of personal data. For the sake of transparency, you can find below further details on the categories of processed personal data. Please note that the list below is not supposed to be exhaustive, but rather to provide you with clear information about the main categories of usually processed personal data. When the information notice refers to specific categories of personal data, it has to be understood in accordance with the details provided in the list below. In accordance with the data minimisation principle of GDPR, D'Ieteren Automotive carefully and regularly assesses the need to process personal data in light of the achieved purposes.

Identification data
Name, surname, gender, language, date and place of birth, nationality.

Contact information
Address, email, phone, mobile, online service login, communication network account, contact preferences.

Identity evidence
Extract of ID card data (name, surname, address), copy of ID card and/or national number (where legally required).

Driving license data
Copy of driving license or of data contained on the driving license.

Professional data
Company, position, (company) VAT number.

Financial data
Bank account number, credit card references, payment details, payment history, invoices, accounting information.

Access data
Information collected for granting access to D'Ieteren Automotive premises, to event venue or to any buildings/facilities used for D'Ieteren Automotive activities.

Family data
Household composition, number of (dependent) children (insofar as family data are necessary to benefit advantages subject to specific family status).

Contract data
Purchased products/services, date of contract, specific contract requirements (date of delivery, specific configuration, ancillary services...), credit/leasing/renting request status and follow-up information, performance status, maintenance status and history, selected dealer/distributor/ partner, power supply information, identification of D'Ieteren Automotive/factories/suppliers/ dealers/distributors/ partners staff in charge of the provided services... (actually processed data shall vary depending on the nature of the provided products/services).

Booking data
Appointment information (date, place), selected dealer/distributors/partner, selected product/ service, specific requests.

Individual request data
Any information you provided to D'Ieteren Automotive (by phone, email, chat, to a dealer/ distributor staff, etc.) to raise question, request offer, request support, or asking for contract follow-up. This may also include call/chat recordings.

IT data
IP address, user login, login times, other relevant logs (Itsme logs for instance), cookie identifiers/files and other identifiers/files used to track browsing behaviour.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

• INDEX 3.

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

Internet interaction data
Statistical data relating to your interaction with D'Ieteren Automotive's accounts on social media or interactions with D'Ieteren Automotive's websites.

Preferences information
Information about your communication preferences (marketing communication options, consent status...), information about your preferences regarding our products and services (preferred brands...).

Event data
Information about an event (location, type of activity, success indicators, attendee list, results of contest...), depending on the nature of each event.

Satisfaction indicators
Overall scores of satisfaction surveys, responses to surveys (except anonymous surveys).

Vehicle data
Brand, model, design, technical characteristics, maintenance data, mechanical intervention data, license plate number, vehicle identification number (VIN), homologation data, pollution data...

Product/service data
Characteristics of the products/services, accessories, components data, specific data which may be required depending on the nature of the provided products/services (e.g. power network configuration to install a charging station for electric vehicle).

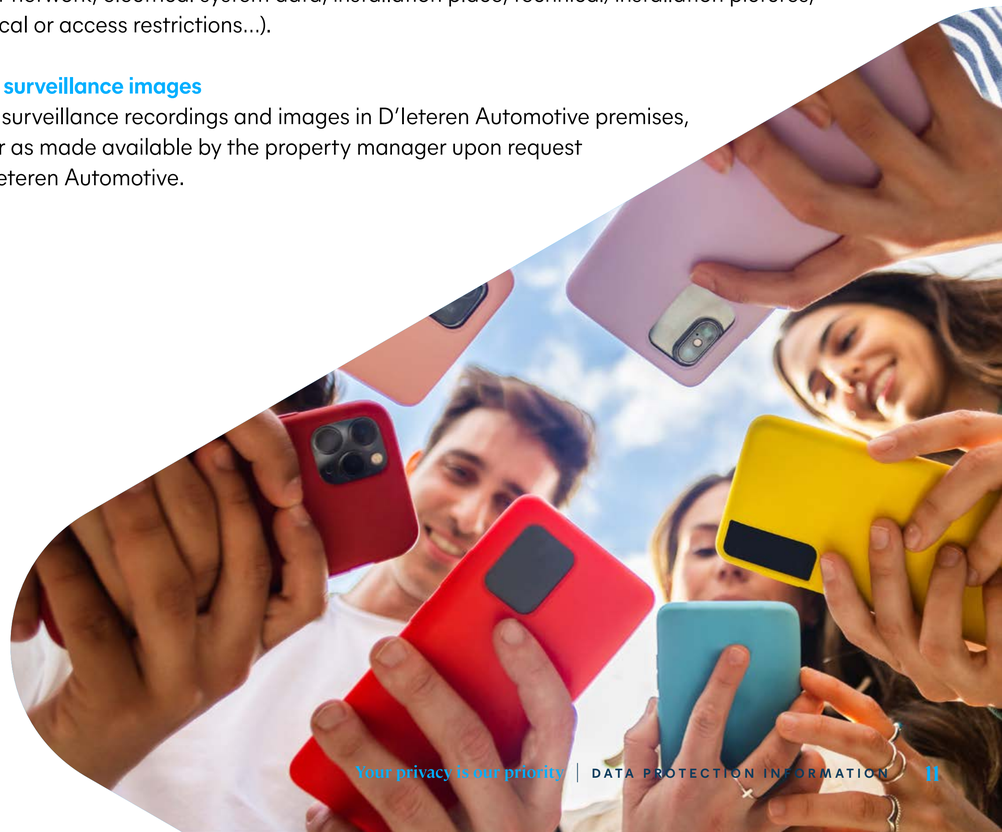
Vehicle/product generated data
Data generated by the use of the vehicle/products, depending on the configuration of each vehicle/product and the recorded preferences of the driver/user.

In general, D'Ieteren Automotive does not have access to vehicle/product generated data, except mileage data, actual fuel consumption data and technical and security alerts data.

For specific services, additional and specific vehicle/product generated data may be processed by D'Ieteren Automotive, like geolocation data for test-drive or car-sharing services. Where appropriate, specific additional information is provided about related data processing.

Building information
For specific services, information about the characteristics of your building are necessary (power network, electrical system data, installation place, technical/installation pictures, technical or access restrictions...).

Video surveillance images
Video surveillance recordings and images in D'Ieteren Automotive premises, insofar as made available by the property manager upon request by D'Ieteren Automotive.



Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

- INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



4. How and why do we process your personal data?

D'ieteren

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

- INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

4.1 To deliver you our products and services

A. To provide you with offers and quotes 15

B. To provide you with the requested products and services and manage our contractual relationship 15

C. To provide you with specific online services 16

D. To facilitate our exchanges and improve our services, we may use artificial intelligence (ai) tools 16

E. To provide you with delivery/installation services . . 18

F. To provide you with specific fleet customer services and manage the fleet contractual relationship 18

G. To ensure compliance with legal obligations 18

H. To secure d'ieteren automotive premises, assets, tools and events 19

I. To provide optional services to facilitate access to products/services offered by subsidiaries and partners 19

4.2 To promote d'ieteren automotive products and services0

A. To present d'ieteren automotive products and services on websites 21

B. To offer you test drive experiences 21

C. To contact customers for lead follow-up or to propose specific advantages or offers 21

D. To address you personalised marketing communications. 22

E. To address marketing communications to existing clients about products and services similar to those already purchased 22

F. To develop and improve our marketing strategy . . 23

G. To inform you about d'ieteren automotive activities and products/services through the use of online platforms. 23

H. To create new distribution lists/audiences in order to disseminate d'ieteren automotive advertising to the most interested people, in particular using social media tools 24

I. To display advertising on third-party media platforms or web sites. 24

4.3 To improve customer experience and optimise our operational efficiency

A. To organise our network 25

B. To collect feedback through satisfaction surveys 25

C. To carry out market research to properly design or improve our products and services 26

D. To perform quality control on delivered products/services 26

E. To define and improve customer loyalty program 27

F. To interact with you and answer your requests/claims 28

G. To protect our interest and manage disputes 28

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

- INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

D'Ieteren Automotive is processing personal data for several purposes, and mainly for providing you mobility related products and services (4.1.), promoting D'Ieteren Automotive offer of products and services (4.2), and to develop specific initiatives dedicated to improving your experience of customer of mobility products and services and our operational efficiency (4.3).

In accordance with the GDPR, the following information are detailed below:

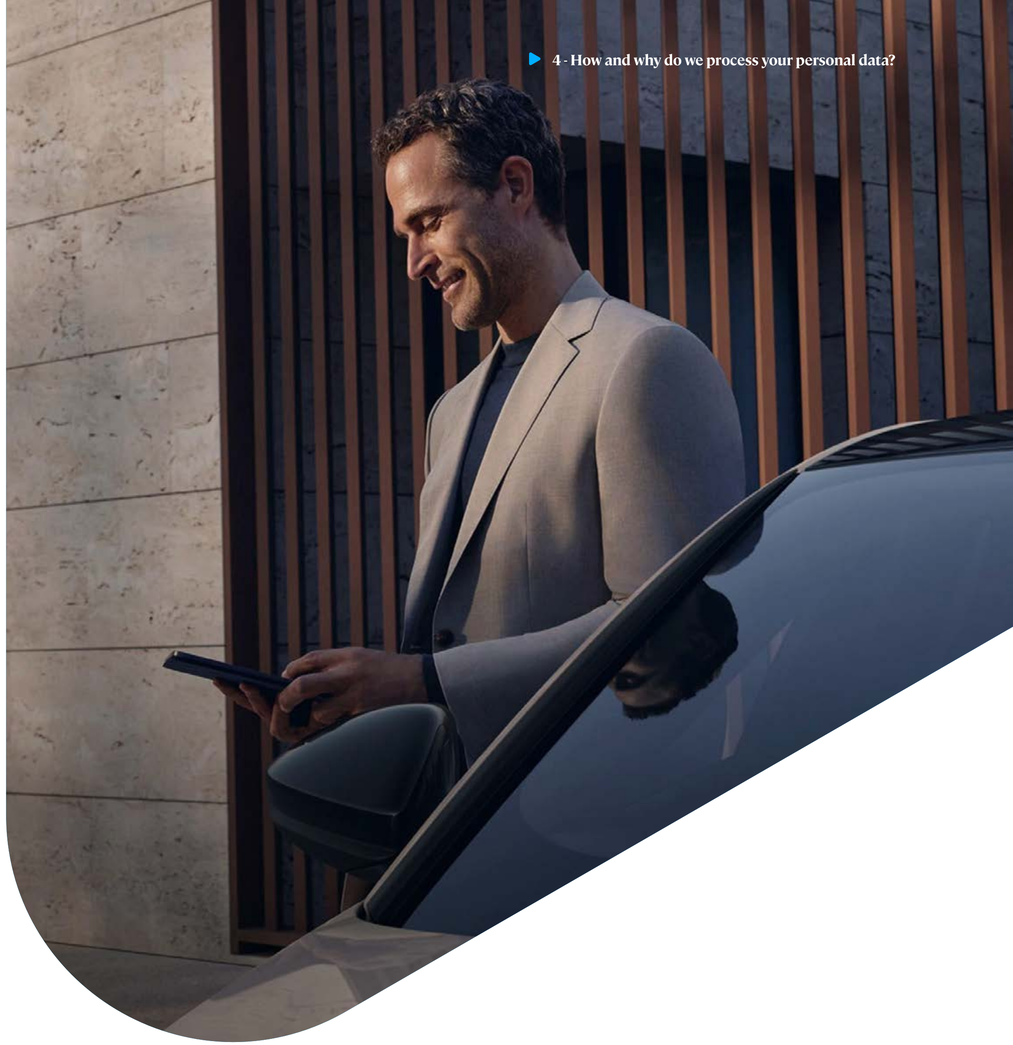
Purpose
Describes for which goal your data are processed by D'Ieteren Automotive;

Legal basis
Describes the applicable legal justification for the processing of your data, in accordance with article 6 of the GDPR;

Categories of data subjects
Indicates to which type(s) of natural persons the data processed by D'Ieteren Automotive relate (further details on the referred categories are available in section 3.1.).

Categories of data
Describes which types of personal data are processed by D'Ieteren Automotive. Generic naming are used for the sake of clarity (further details on the referred categories are available in section 3.2.); the categories of personal data are listed based on the usual D'Ieteren Automotive business standards, without being exhaustive;

Joint Controllers
Specific processing activities are carried out in collaboration with other data controllers, deciding together with D'Ieteren Automotive on the purposes and means of the processing. In accordance with article 26 of the GDPR, specific additional information is provided where appropriate.



4.1 To deliver you our products and services

D'Ieteren Automotive is committed to provide you with the highest quality of products and services, which requires to process your personal data for the following more specific purposes:

A - To provide you with offers and quotes

Purpose

To issue offers and quotes when requested by you, and to ensure the follow-up by the dealers/ distributors and sales staff.

Legal Basis

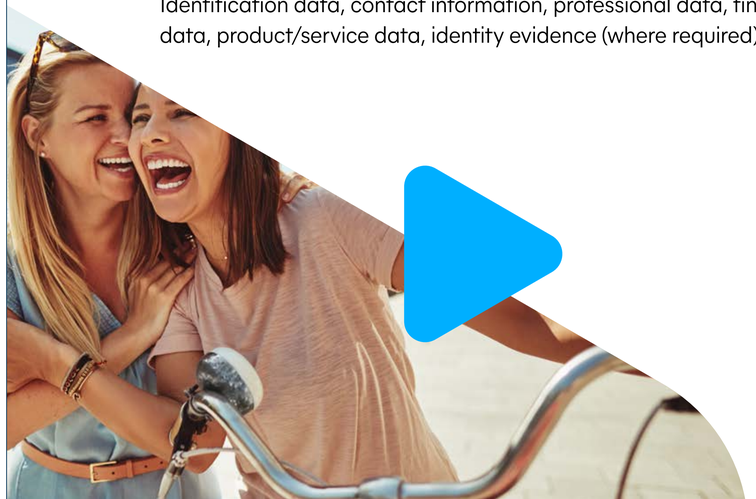
The processing is necessary for D'Ieteren Automotive to provide you the requested services (article 6.1.b GDPR) or necessary for the legitimate interests of D'Ieteren Automotive in ensuring an efficient follow-up of your requests (Article 6.1.f GDPR).

Categories of data subjects

Prospects, customers, company representatives, drivers/users.

Categories of data

Identification data, contact information, professional data, financial data, contract data, vehicle data, product/service data, identity evidence (where required).



B - To provide you with the requested products and services and manage our contractual relationship

Purpose

To order, deliver and ensure the proper use of the requested products/services (including follow-up with the factories and network, and warranty/recalls), and to invoice such products/services (including debt collection).

Legal Basis

The processing is necessary for D'Ieteren Automotive to perform its contract with you (article 6.1.b GDPR) or necessary for the legitimate interests of D'Ieteren Automotive in ensuring an efficient follow-up of your requests and/or in ensuring the proper performance of the contract with your employer (Article 6.1.f GDPR).

Categories of data subjects

Customers, company representatives, drivers/users, prospects.

Categories of data

Identification data, identity evidence, contact information, contract data, financial data, product/ service data, vehicle data, vehicle/product generated data (in specific cases), professional data, IT data.

Specific categories of data may be processed, depending on the nature of the provided services, like for instance:

- geolocation data for road assistance request;
- driving license data for car sharing or replacement car provision;
- insurance data in case of service request supported by an insurance contract.

C - To provide you with specific online services

Purpose

To provide you with specific online services and to handle the specific online requests made on our websites (e.g. to make appointments online, to purchase products or services via online platforms).

Legal Basis

The processing is necessary for D'Ieteren Automotive to perform its contract with you (article 6.1.b GDPR), or necessary for the legitimate interests of D'Ieteren Automotive in ensuring an efficient follow-up of your requests and/or in ensuring the proper performance of the contract with your employer/company (Article 6.1.f GDPR).

Categories of data subjects

Customer, company representatives, drivers/users, prospects.

Categories of data

Information data, contact data, professional data, vehicle data, product/service data, financial data, identity evidence, IT data.

D - To facilitate our exchanges and improve our services, we may use artificial intelligence (AI) tools

Purpose

D'Ieteren Automotive uses a variety of artificial intelligence (hereinafter "AI") based tools and solutions for the purpose of efficient customer relationship management.

These technologies may include, but are not limited to:

- Conversational assistants (chatbots, voicebots) accessible through WhatsApp, phone, a website or other digital channels;
- Automated analysis systems for requests and interactions;
- Decision-support systems (such as suggested answers, summary of discussions, etc.);
- And, more generally, any AI technology intended to improve the efficiency, quality and customisation of our services.

These AI solutions can be used at different stages in your customer journey, e.g. when making an appointment, when processing your requests, during online or telephone support, or when actions are taken as part of the ongoing improvement of our services.

Among other features, these technologies can:

- Analyse the content of your messages to understand the reason for your request and respond to it more effectively;
- Automatically summarise your previous discussions to avoid having to repeat the same information in a future conversation;
- Facilitate and accelerate the process of making appointments online or remotely, at any time, through different channels (WhatsApp, phone, etc.);
- Automatically and securely identify the customer and their vehicle, to customise the support based on the information provided or already known in the context of the contractual relationship;
- Collect, check and complete the information required for the service, while limiting errors and omissions;
- Where useful, use anonymised data from earlier conversations to train and improve our AI models, with no risk of you being identified.

When choosing artificial intelligence tools, we rigorously select our technology providers and ensure that they do not use your personal data to train or improve their own AI models. We also want to be transparent and make sure you are informed when you interact with an artificial intelligence system.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

• INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

The use of these technologies may involve a certain degree of automation in the processing of your interactions. As a result, some interactions may be handled without real-time human intervention during the exchange. Where appropriate, human review may nevertheless take place afterwards for follow-up, continuous improvement, and service quality purposes.

The artificial intelligence tools used for the purpose of managing the customer relationship are not designed to take decisions that would have a legal impact on you or significantly affect you within the meaning of Article 22 of the GDPR.

Legal Basis

Processing is necessary to pursue the legitimate interests of D'Ieteren Automotive which are to improve the efficiency and responsiveness of its customer service (Article 6.1.f of the GDPR).
You can object to the use of your personal data at any time, by using the different contact points listed in the "How to contact us" section.

Categories of data subjects

Customers, company representatives, prospects, drivers/users.

Data categories

Identification data, contractual data, vehicle data, product/service data, business data, booking data.

Specific categories of data may be processed, depending on the nature of the services provided, such as:

- Geolocation data to help you choose the dealer best suited to your needs;
- The content of discussions (written messages, telephone conversations or chatbot chats) for the purpose of processing your requests;
- Data on your interactions with our services (contact history, expressed preferences, request tracking).



E - To provide you with delivery/installation services

Purpose
To provide you with at home/on premises services and/or installation services (e.g. charging station installation) including at home preliminary analysis before installation, support to activation and certification of the installation...

Legal Basis
The processing is necessary for D'Ieteren Automotive to perform its contract with you (article 6.1.b GDPR) or necessary for the legitimate interests of D'Ieteren Automotive in ensuring an efficient follow-up of your requests and/or in ensuring the proper performance of the contract with your employer/company (Article 6.1.f GDPR).

Categories of data subjects
Customers, drivers/users, company representatives.

Categories of data
Identification data, identity evidence, contact information, contract data, product/service data, professional data, vehicle related data, booking data, building data, financial data, IT data.

F - To provide you with specific fleet customer services and manage the fleet contractual relationship

Purpose
To provide you with specific fleet customer services (charging card e.g.), and services to drivers/users (maintenance tracking, e.g.).

Legal Basis
The processing is necessary for D'Ieteren Automotive to perform its contract with you (article 6.1.b GDPR) or necessary for the legitimate interests of D'Ieteren Automotive to provide high quality services to its fleet customers and the related drivers/users (article 6.1.f GDPR).

Categories of data subjects
Customers, company representatives, drivers/users.

Categories of data
Identification data, identity evidence, contact information, professional data, vehicle/product generated data, vehicle data, product/service data, IT data.

G - To ensure compliance with legal obligations

Purpose
To comply with legal obligations - including data protection, accounting, tax, car pass legislation, pollution regulation, automotive vehicles homologation, traffic regulation, recall process (safety issues), and to prevent fraud to such legal obligations by third-parties (including customers).

Legal Basis
The processing is required for D'Ieteren Automotive to comply with its legal obligations (article 6.1.c GDPR).

The processing is also necessary for the legitimate interests of D'Ieteren Automotive to secure its data and assets, and for the legitimate interest of the D'Ieteren Automotive staff, suppliers' staff, partners' staff, customers, and the public in general to prevent fraud or circumvention to legal obligations (article 6.1.f GDPR).

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

- INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

Categories of data subjects

Any data subject whose personal data are processed by D'Ieteren Automotive, irrespective of its status (prospects, customers, company representatives, drivers/users, internet users, visitors, etc.).

Categories of data

Identification data, identity evidence, contact information, driving license data, individual request data, contract data, vehicle data, financial data, IT data, product/service data (insofar as required to meet applicable legal obligations and retain evidence of compliance, in the event of a dispute or suspected fraud).

H - To secure D'Ieteren Automotive premises, assets, tools and events

Purpose

To ensure the security of our premises, infrastructure, IT infrastructures and tools, offices, warehouse or more generally any of our buildings and/or events (including fraud prevention).

Legal Basis

The processing is necessary for the legitimate interests of D'Ieteren Automotive to secure its premises, tools and assets, and to achieve the legitimate interest of the D'Ieteren Automotive staff, suppliers' staff and visitors/customers/prospects to be safe when present at D'Ieteren Automotive premises or when using D'Ieteren Automotive tools (article 6.1.f GDPR). Where relevant, the use of cameras is indicated by the regulatory pictogram displayed within the relevant premises.

Categories of data subjects

Visitors, customers, drivers/users, company representatives, prospects.

Categories of data

Identification data, identity evidence, professional data, access data, IT data, video surveillance recordings (insofar as made available by the property manager upon request).

I - To provide optional services to facilitate access to products/services offered by subsidiaries and partners

Purpose

To provide you with additional services aiming at facilitating the access to the services offered by D'Ieteren Automotive subsidiaries or D'Ieteren Automotive partners, such as credit, finance, leasing, insurance and mobility related services. This processing activity is only performed upon your request.

Legal Basis

The processing is necessary for D'Ieteren Automotive to perform its contract with you to provide you with the requested optional services (article 6.1.b GDPR).

Categories of data subjects

Customers, company representatives, drivers/users, prospects.

Categories of data

Identification data, identity evidence and IT data (where required), contact information, contract data, financial data, product/service data, professional data, vehicle related data.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

- INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

4.2 To promote D'leteren Automotive products and services

D'leteren Automotive is processing your data with your prior authorisation to address you personalised marketing communications about its products and services, your loyalty benefits (e.g. presents, vouchers, discounts), exclusive advantages, discounts, as well as invitations to events and special activities (contests, exhibitions, sports events...).

In order to meet your expectations, we select the communications on the basis of your customer history and any preferences you may have indicated (e.g. the brand of your vehicles). We can analyse the data at our disposal to try to better anticipate your needs and expectations. By cross-referencing or supplementing this data by ourselves or by one of our subcontractors, we can also establish a profile in order to ensure a better match with your wishes. This way, we can send you communications tailored to you and your preferences regarding our products and services.

For example, we may send you our newsletter or invitations to events about new models of vehicles, products or accessories that you previously purchased or for which you indicated your interest.

Additionally, in order to enhance your customer experience, we may also send you information about services related to your purchased products or services (e.g. season-based tires, winter check, preventive maintenance, etc.).

The consent you give us to process your data for marketing purposes can be withdrawn at any time, for example via the unsubscribe links at the bottom of all promotional emails.

Furthermore, you can request us to adapt the settings of your marketing communication preferences such as changing your consent status, adding or removing your consent for specific areas of marketing, specifying your preferred topics and communication channels. You can do that just by contacting us using the contact details as mentioned in the section 'How to contact us?' or by using the consent management tool which may be available to allow you to better fine-tune your preferences regarding your interactions with us.

Finally, dedicated marketing channels may be organised for specific ranges of products/services (luxury vehicles, e.g.), or towards specific categories of customers (fleet managers, e.g.). In such a case, by default, the marketing communications shall be limited to that specific type of products/services, except if you indicate your preferences to be extended to other categories of products/services. More information on the scope of these specific channels is available on the relevant information medium (dedicated web site, in particular).

Apart from communications based on your consent, specific marketing campaigns may be organised based on D'leteren Automotive legitimate interest to promote products and services similar to the ones you previously purchased/used.

Your data may also be processed by D'ieteren Automotive on the basis of its legitimate interest in creating new audiences. In this case, we do not send you any commercial communication but simply use your data to find new prospects who are sharing similar interests/preferences to yours and could therefore be potentially interested in our products and services.

To improve its marketing strategy and better meet your expectations, D'leteren Automotive assesses your feedback about its marketing actions and the evolution of customer preferences. To do so, where possible, we are using anonymized data or pseudonymised data.

In any event, you may object to such use of your personal data at any time by contacting us using the contact details as mentioned in the section 'How to contact us?' or by using the objection link at the bottom of all our promotional emails.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

• INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

A - To present D'Ieteren Automotive products and services on websites

You can visit our websites and find out about our services without having to provide us with any personal information. However, the use of certain cookies is necessary to browse our websites. For further information in this respect, please refer to the Cookie Policy available on the website you are visiting.

B - To offer you test drive experiences

Purpose
To offer you test drive experiences, and to organise the test drive management within the network (including availability of the vehicles and the follow-up of fines received from the authorities for customers/prospects/drivers/users who have committed traffic offences with D'Ieteren Automotive vehicles).

Legal Basis
The processing is necessary for D'Ieteren Automotive to perform its contract with you (article 6.1.b GDPR) and is necessary to comply with legal obligations (article 6.1.c GDPR).

Categories of data subjects
Customers, prospects, drivers/users, company representatives.

Categories of data
Identification data, identity evidence, IT data, contact information, vehicle/product generated data, vehicle data, booking data, dealer data, and driving license data.

C - To contact customers for lead follow-up or to propose specific advantages or offers

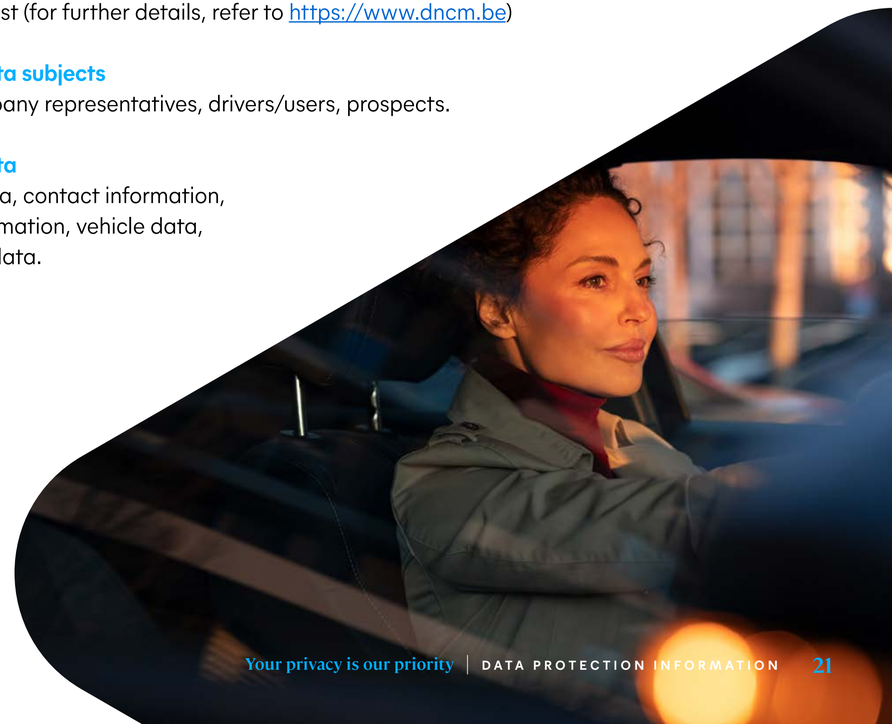
Purpose
To contact customers by phone to offer specific benefits or advantages, in particular in relation with similar products/services as previously purchased.

Legal Basis
The processing is necessary for the legitimate interests of D'Ieteren Automotive in promoting its products and services and ensuring sales processes are properly completed (article 6.1.f GDPR).

You may object to such use of your personal data at any time, using the various contact points as mentioned in the section 'How to contact us?', or by registering your phone number on the "do not call me" list (for further details, refer to https://www.dncm.be)

Categories of data subjects
Customers, company representatives, drivers/users, prospects.

Categories of data
Identification data, contact information, preferences information, vehicle data, product/service data.



D - To address you personalised marketing communications

Purpose
To address you personalised marketing communications about our products and services, your loyalty benefits (e.g. presents, vouchers, discounts), exclusive advantages, discounts, as well as invitation to events and special activities (contests, exhibition, sports events...).

Legal Basis
The processing is based on your consent (article 6.1.a GDPR).

Categories of data subjects
Prospects, customers, company representatives, drivers/users, internet users, press & media.

Categories of data
Identification data, contact information, professional data, contract data, IT data, vehicle data, vehicle-generated data, family data, satisfaction indicators, product/service data, preferences information, booking data, photos, event data (including results where appropriate).

Joint Controllers
Specific marketing campaigns, activities or events, especially when relating to a specific brand, may be jointly organised with factories, independent dealers/distributors or other D'Ieteren Automotive partners (e.g. D'Ieteren Lease or Volkswagen D'Ieteren Finance). Where relevant, specific additional information is provided in the privacy notice on the brand websites, or the websites dedicated to the relevant action/event.

We may also use third-party partners to better understand our customers' preferences and improve our communications. When these partners are involved in the determining of the targeting strategy, they also act as joint controllers.

E - To address marketing communications to existing clients about products and services similar to those already purchased

Purpose
To address you marketing communications (including invitation to events) about the products and services similar to the ones you previously purchased.

Legal Basis
These specific marketing campaigns are based on the legitimate interest of D'Ieteren Automotive to promote similar products and services towards existing customers (article 6.1.f GDPR).

You may object to such use of your personal data at any time, using the links included in our communications or using the various contact points as mentioned in the section 'How to contact us?'.

Categories of data subjects
Customers, company representatives, drivers/users.

Categories of data
Identification data, contact information, professional data, contract data, IT data, vehicle data, vehicle-generated data, family data, satisfaction indicators, product/service data, preferences information, booking data, photos, event data (including results where appropriate).

Joint Controllers
Some marketing campaigns, activities or events, especially when relating to a specific brand, may be jointly organised with factories, independent dealers/distributors or other D'Ieteren Automotive partners (e.g. D'Ieteren Lease or Volkswagen D'Ieteren Finance). Where relevant, specific additional information is provided in the privacy notice on the brand websites or the websites dedicated to the relevant action/event.

F - To develop and improve our marketing strategy

Purpose

To define and improve D'Ieteren Automotive marketing strategy.

For that purpose, D'Ieteren Automotive may assess the customer appraisal of the conducted marketing actions. However, to minimise the use of personal data, D'Ieteren Automotive favours the use of anonymised or pseudonymised data to achieve that purpose.

Legal Basis

The processing is necessary for the legitimate interests of D'Ieteren Automotive in promoting its products and services (article 6.1.f GDPR).

Categories of data subjects

Prospects, customers, company representatives, drivers/users, press & media.

Categories of data

Identification data, contact information, professional data, contract data, IT data, vehicle data, vehicle-generated data, family data, satisfaction indicators, product/service data, preferences information, internet interaction data, booking data, photos, event data (including results where appropriate).

Joint Controllers

Some marketing campaigns, activities or events, especially when relating to a specific brand, may be jointly organised with factories, independent dealers/distributors or other D'Ieteren Automotive Partners. Where relevant, specific additional information is provided in the privacy notice on the brand websites, or the websites dedicated to the relevant action/event.

G - To inform you about D'ieteren Automotive activities and products/services through the use of online platforms

D'Ieteren Automotive manages its Internet and social presence to inform the public about its activities through dedicated pages, posts and advertising. By doing so, the documents relating to the processing of personal data by pre-existing platforms (Facebook, Instagram, X (Twitter), LinkedIn) shall apply.

D'Ieteren Automotive has however no influence on the documents or on the data processing carried out by these platforms, especially regarding the processing for the improvement of their advertising system and to collect statistics of audience of the visited pages.
However, it is possible that we may be qualified as joint controllers with these platforms. In this case, the data that you communicate to us by visiting our pages on these platforms is or may be processed jointly by the social network and D'Ieteren Automotive as the administrator of its social network pages for the following purposes:

- the collection of certain data by means of cookies;
- improvement by the social network of its advertising system;
- obtaining audience statistics for the page.

This data will only be processed by the page administrator (D'Ieteren Automotive) as part of its legitimate interest in informing the public about its activities and to obtain statistics to adequately promote its social network pages (article 6.1.f GDPR). The audience statistics established by the social networks are only transmitted to D'Ieteren Automotive acting as the administrator of the page and in an anonymized form.

The personal data concerned may be data linked to your account, data linked to the sharing of content or to your communications with other people using the same platform.

This personal data is or may be processed for as long as the page exists and you visit it. The privacy notices of each social network used by D'Ieteren Automotive can be found by clicking on the following links:

Facebook & Instagram (Meta) | X (Twitter) | LinkedIn

H – To create new distribution lists/audiences in order to disseminate D'Ieteren Automotive advertising to the most interested people, in particular using social media tools

Purpose

D'Ieteren Automotive processes your data jointly with social networks and media partners to display advertisements for its products and services on your feed.
Also, some social networks, such as Facebook, offer a service that allows us to create a new group of recipients based on a reference group sharing similar interest topics, to whom an advertising can then be displayed.
This process may involve communicating your personal data (e-mail address in hashed form) to the social network and media partners.

Legal Basis

The processing is necessary for the legitimate interests of D'Ieteren Automotive in efficiently promoting its products and services through the use of popular social media tools (article 6.1.f GDPR).

Categories of data subjects

Prospects, customers, drivers/users, social network's users who belong to reference groups sharing D'ieteren Automotive customers' interests.

Categories of data

Identification data (name, surname), contact information (email, phone number), IT data, internet interaction data (mobile ID, Facebook App User ID, Facebook Page User ID).

Joint Controllers

D'Ieteren Automotive and the social media network are jointly responsible for the processing linked to the creation of the audience and the display of the advertising on the social media.
The privacy notices of each social network used by D'Ieteren Automotive can be found by clicking on the following links:

Facebook & Instagram (Meta)

I – To display advertising on third-party media platforms or web sites

Purpose

D'Ieteren Automotive processes your data jointly with the owners of other websites or social media networks to display advertisements for D'Ieteren Automotive products and services on the partners' website.
To do this, D'Ieteren Automotive uses data clean room services. These are secure environments that enable to identify media inventories (websites, apps, video platforms,..) on which D'Ieteren Automotive can display its advertising to potentially interested audience and to actually display the ad, without sharing any of your data in clear with the media partner or the social media network.

Legal Basis

The processing is necessary for the legitimate interests of D'Ieteren Automotive in efficiently promoting its products and services through key media platforms (article 6.1.f GDPR).

To ensure that such processing does not exceed your legitimate expectations, we only use your data for this purpose if you have expressly agreed to the use of such data for marketing purposes.

Categories of data subjects

Prospects, customers, company representatives, drivers/users, internet users.

Categories of data

Identification data, contact information, IT data, internet interaction data.

Joint Controllers

D'Ieteren Automotive and the third-party media partner are jointly responsible for the processing linked to the display of the advertising on the third-party media platform/web site.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

- INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

4.3 To improve customer experience and optimise our operational efficiency

A - To organise our network

Purpose

To organise our network of dealers/distributors and the support services for dealers/distributors (for instance, by ensuring efficient business process to address customer requests, by providing support and training to the network based on customer satisfaction surveys, by organising dealer/distributor reward programme based on customer satisfaction, to support network strategy definition...).

Legal Basis

The processing is necessary for D'Ieteren Automotive to perform its contract with you (article 6.1.b GDPR), or necessary for the legitimate interests of D'Ieteren Automotive in ensuring an efficient performance of its contract with your employer/company, and the legitimate interests of D'Ieteren Automotive to properly organise its network of dealers/distributors to the benefit of all D'Ieteren Automotive customers enjoying quality services (Article 6.1.f GDPR).

Categories of data subjects

Customers, company representatives, drivers/users, prospects.

Categories of data

Identification data, contact information, contract data, booking data, financial data, product/service data, professional data, vehicle data, product/service data, satisfaction indicators.



B - To collect feedback through satisfaction surveys

Purpose

To improve the quality of our products and services by assessing your satisfaction and/or expectations through surveys. Specific surveys may be conducted by phone.

Legal Basis

The processing is necessary for the legitimate interests of D'Ieteren Automotive in improving the quality of D'Ieteren Automotive products and services (by better understanding the needs and expectations of its customers and prospects - article 6.1.f GDPR).
You may object to such use of your personal data at any time, using the links included in our communications or using the various contact points as mentioned in the section "How to contact us?". For surveys conducted by phone, you may also object by registering your phone number on the "do not call me" list (for further details, refer to https://www.dncm.be)

Categories of data subjects

Customer, company representatives, drivers/users, prospects.

Categories of data

Identification data, contact information, professional data, product/service data, and, if you respond to the survey and that you mark your responses to the survey as "not anonymised", additional data may be processed (to ensure your appraisal shall be linked to the services you received), like satisfaction indicators, contract data.

Joint Controllers

As regards products and services relating to specific brands as indicated in the relevant brand websites, your data may be processed jointly by D'Ieteren Automotive and the relevant factory. Where relevant, specific additional information is provided on the brand websites.

C - To carry out market research to properly design or improve our products and services

Purpose
To enable us to offer properly our products and services, improve the quality of our products and services, and better tailor our new products/services to the customer needs by carrying out market research. As far as possible, to minimise the use of personal data, D'Ieteren Automotive favours the use of anonymised or pseudonymised data to achieve that purpose.

Legal Basis
The processing is necessary for the legitimate interests of D'Ieteren Automotive in improving the quality of its products and services and to properly design new products/services (article 6.1.f GDPR).

You may object to such use of your personal data at any time, using the links included in our communications or using the various contact points as mentioned in the section "How to contact us?".

Categories of data subjects
Customers, company representatives, drivers/users, prospects.

Categories of data
Identification, contact information, professional data, vehicle data, contract data, product/service data, satisfaction indicators.

Joint Controllers
As regards products and services relating to specific brands as indicated in the relevant brand websites, your data may be processed jointly by D'Ieteren Automotive and the relevant factory. Where relevant, specific additional information is provided on the brand websites.

D - To perform quality control on delivered products/services

Purpose
To ensure product/service quality control, to ensure the follow-up of maintenance alerts, to assess the quality of provided aftersales services and bodywork services.

To monitor and improve the quality of services provided by D'Ieteren Automotive (including services provided via call centers). As far as possible, anonymised or pseudonymised data are processed for the improvement of tools and interfaces used to interact with customer.

Legal Basis
The processing is necessary for D'Ieteren Automotive to perform its contract with you (article 6.1.b GDPR) or necessary for the legitimate interests of D'Ieteren Automotive to control and improve the quality of the provided products/services (article 6.1.f GDPR).

Categories of data subjects
Customers, company representatives, drivers/users, prospects.

Categories of data
Identification data, contact information, individual request data, vehicle data, product/service data, vehicle/product generated data, professional data, satisfaction indicators.

Joint Controllers
As regards products and services relating to specific brands as indicated in the relevant brand websites, your data may be processed jointly by D'Ieteren Automotive and the relevant factory. Where relevant, specific additional information is provided on the brand websites.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

- INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

E - To define and improve customer loyalty programs

Purpose

To define and improve customer loyalty programs, offering customers loyalty benefits (e.g. presents, vouchers, discounts) or exclusive advantages, and keep evidence of customers' eligibility to such benefits (where applicable).

Legal Basis

The processing is necessary for the legitimate interests of D'Ieteren Automotive to reward its customers in order to increase their loyalty to D'Ieteren Automotive services (Article 6.1.f of GDPR). You may object to such use of your personal data at any time, using the various contact points as mentioned in the section "How to contact us?".

Categories of data subjects

Customers, company representatives, drivers/users.

Categories of data

Identification data, contact information, professional data, contract data, financial data, IT data, vehicle data, vehicle/product generated adata, family data, preferences information. Identity evidence may be required for specific loyalty programs.



Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

- INDEX 4.

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

F - To interact with you and answer your requests/claims

Purpose

To interact with you (through a chatbot, a live chat, by email, by phone...) and to answer your requests/claims about our products/services.

Legal Basis

The processing is necessary for D'Ieteren Automotive to perform its contract with you (article 6.1.b GDPR) or necessary for D'Ieteren Automotive legitimate interests in improving its customers' satisfaction (article 6.1.f GDPR).

Categories of data subjects

Internet users, customers, company representatives, drivers/users, prospects.

Categories of data

Identification data, identity evidence, IT data, contact information, professional data, individual request data, vehicle data, product/service data, satisfaction indicators.

G -To protect our interest and manage disputes

Purpose

To detect and prevent fraud and unlawful activities that might compromise the proper functioning and security of our services, websites or applications. This also includes the protection of D'Ieteren Automotive interests in case of dispute (for example, with prospects, customers and drivers/users).

Legal Basis

The processing is necessary for the legitimate interests of D'Ieteren Automotive to maintain financial and technical balance and, to preserve all necessary means to protect its interests in case of dispute/legal proceedings (article 6.1.f GDPR).

Categories of data subjects

Any data subject in conflict with us, irrespective of its status (prospects, customers, company representatives, drivers/users, internet users, visitors, etc.).

Categories of data

Any personal data necessary to protect D'Ieteren Automotive interests and to provide evidence in relation with a claim (identification data, identity evidence, individual request data, contract data, vehicle data, product/service data, IT data...).

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

- INDEX 5.

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



5. With whom do we share your data?

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

• INDEX 5.

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

5. With whom do we share your data?

A. D'Ieteren Automotive subsidiaries 31

B. D'Ieteren Automotive processors 31

C. Public authorities 32

D. D'Ieteren Automotive partners 32

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

- INDEX 5.

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

Where appropriate to achieve the relevant purpose(s), D'Ieteren Automotive may collaborate with third parties for the processing of your personal data. Depending on the characteristics of the processing activity concerned, your personal data may therefore be shared with one or several categories of recipients identified below.

A - D'Ieteren Automotive subsidiaries

We may share your personal data with D'Ieteren Automotive subsidiaries, including companies in our dealer and distributor network (D'Ieteren Mobility Centers), when this is required to provide you with the products and services you have requested.



B - D'Ieteren Automotive processors

To ensure the highest level of services, D'Ieteren Automotive collaborates with external suppliers, in order to benefit from their specific expertise and ensure the highest quality of its own services. More specifically, your data may be processed by the following categories of external entities, acting upon instruction and under the responsibility of D'Ieteren Automotive:

- IT service providers (hosting, customer relationship management (CRM) software, accounting solution, online platforms, debt collection solution, emailing service, ticketing service, products ordering and delivery software, survey tools...);
- Call center service providers;
- Marketing agencies and companies specialized in marketing support services, including platforms and tools to enable us to better understand the data we have collected about your use of D'Ieteren Automotive products/services, both in the offline and online environment, to ensure a better match of our personalized marketing campaigns with customer expectations;
- Consultants to perform specific studies to improve D'Ieteren Automotive products/services;
- Artificial intelligence solution providers;
- Shipping service providers;
- Road assistance service providers;
- Companies specialized in the vehicle transformation/customisation services;
- Installation service suppliers (e.g. for electric vehicle charging stations);
- Security management and guarding suppliers (on-site and remote).

These service providers process the data only for the purposes authorized by D'Ieteren Automotive and in accordance with the instructions from D'Ieteren Automotive. They act as processors in this respect. With a view to the optimal protection of the personal data of our customers, we made the necessary contractual arrangements with the aforementioned data processors to ensure that they comply with the applicable privacy requirements. In any event, data processors shall be required to ensure the security and confidentiality of the personal data. The above list is not supposed to be exhaustive. Specific processors may be required depending on the nature of the processing activities.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

- INDEX 5.

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

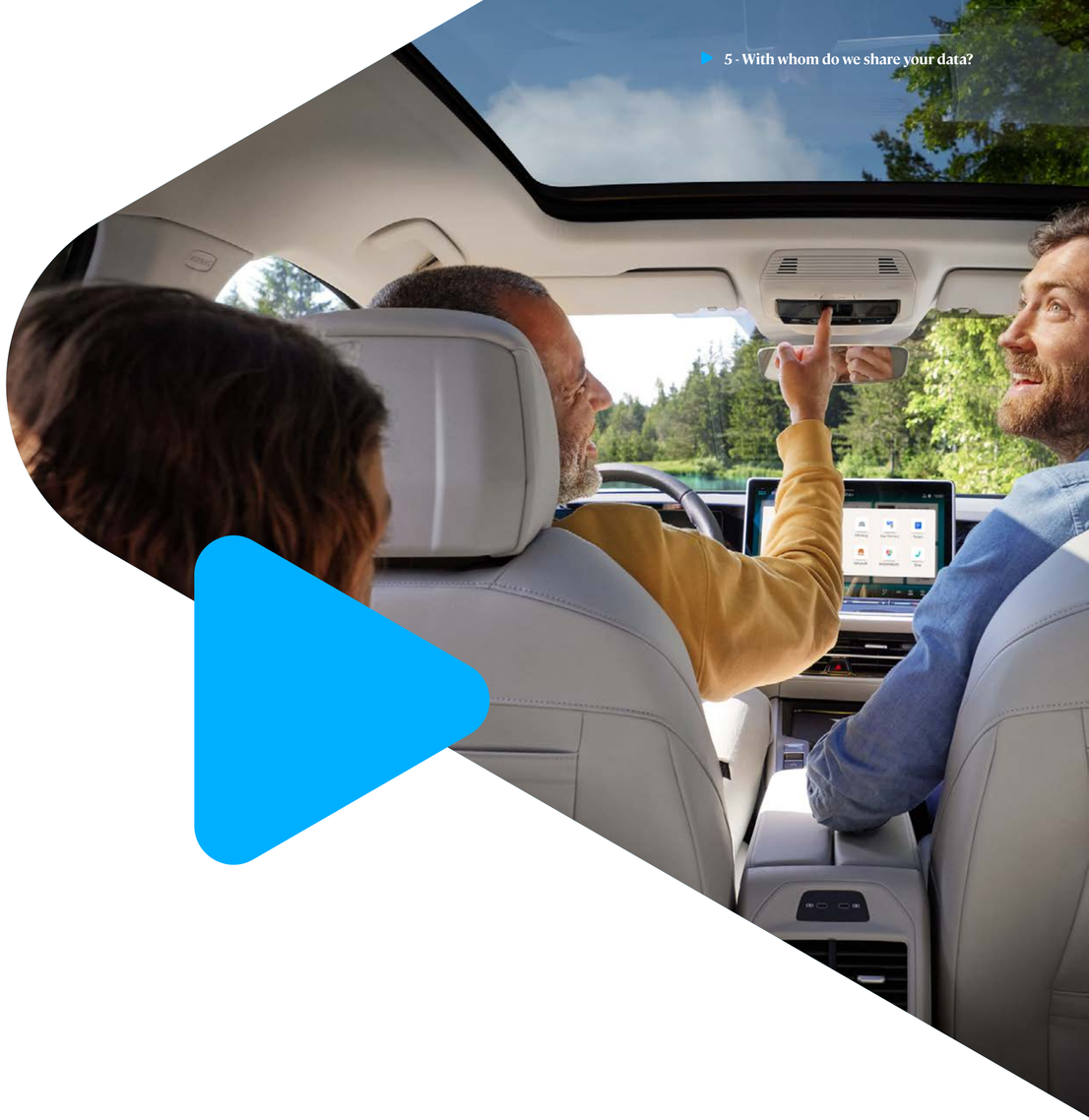
C - Public authorities

In some cases and in particular in case of legal obligations, D'Ieteren Automotive may need to share your data with public authorities or entities in charge of public interest mission, like for instance: tax administration (for D'Ieteren Automotive accounting control, or for VAT declaration, for instance), CAR-PASS ASBL (for mandatory vehicle mileage data sharing and repair history), law enforcement authorities (in particular, police in case of traffic offence made with a vehicle registered under D'Ieteren Automotive name (during test drive or with a replacement vehicle, for instance)), data protection authorities, mobility administrations in charge of vehicle homologation (for issuance of legally mandated vehicle documents)...

D - D'Ieteren Automotive partners

Where relevant and necessary for D'Ieteren Automotive to achieve the purpose of processing as indicated in the present information notice, your data may be shared with D'Ieteren Automotive business partners acting under their own responsibility (i.e. independently from D'Ieteren Automotive). In such a case, D'Ieteren Automotive requires from the partner to take all necessary measures to ensure confidentiality and appropriate protection of your data as made accessible by D'ieteren Automotive.

Depending on the processing activity concerned, those partners may be: independent dealers/distributors, factories, leasing companies (D'Ieteren Lease e.g.), finance/credit companies (Volkswagen D'Ieteren Finance e.g.), D'Ieteren Automotive auditors, external experts/auditors, D'Ieteren Automotive accountants, insurance companies, bailiffs, lawyers, social media and web advertising partners, educational institutions (and trainees), energy distribution system operators (in case of photovoltaic installation), electricity suppliers (in case of installation of a car charging station), certification bodies (e.g. for certifying an electric vehicle charging station)...



Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



6. Where are your data located?

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

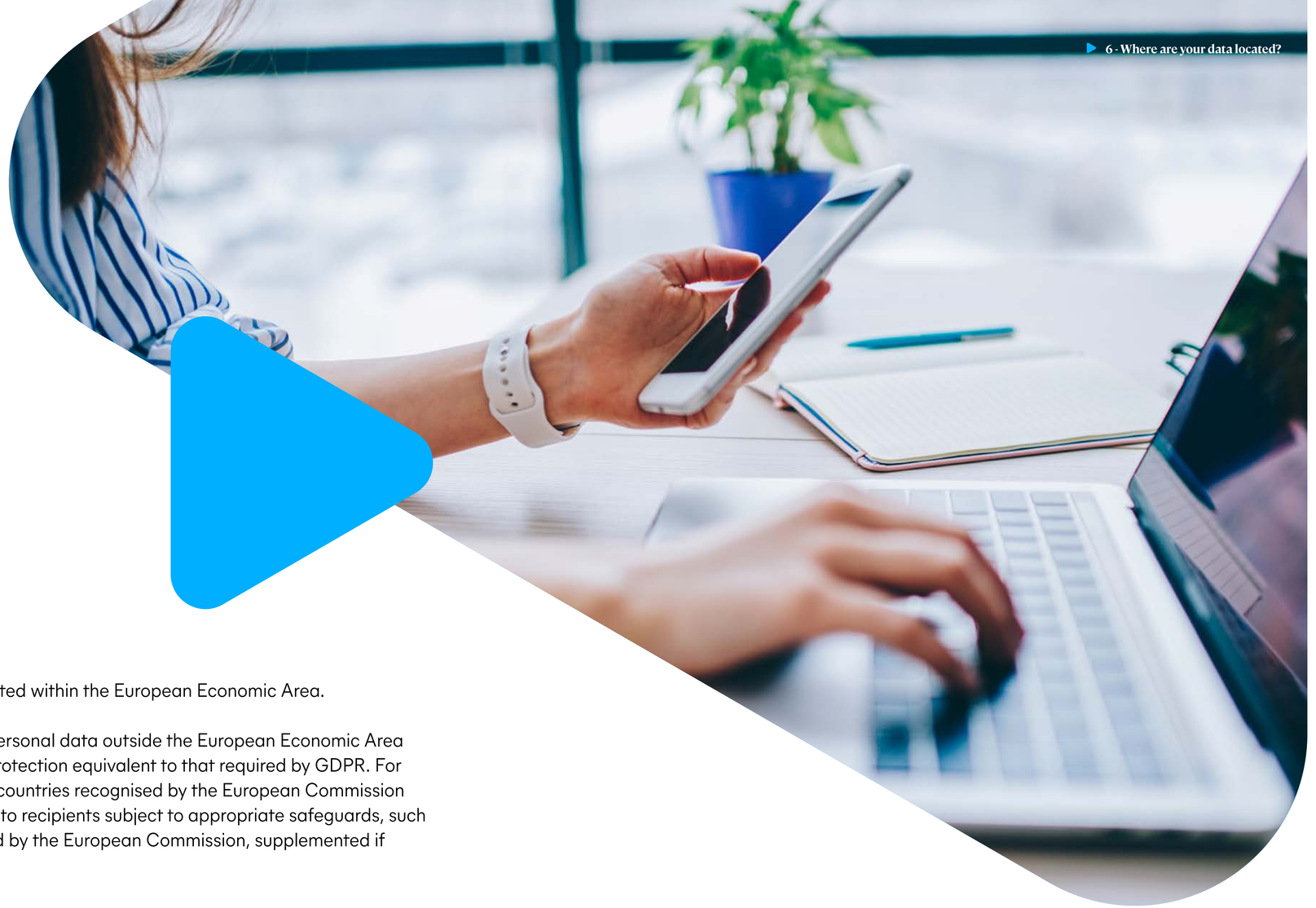
Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



Your data are primarily stored on servers located within the European Economic Area.

D'Ieteren Automotive will only transfer your personal data outside the European Economic Area when the recipient can guarantee a level of protection equivalent to that required by GDPR. For this purpose, the data is transferred either to countries recognised by the European Commission as offering an adequate level of protection or to recipients subject to appropriate safeguards, such as the standard contractual clauses approved by the European Commission, supplemented if necessary by additional security measures.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



7. How long do we keep your data?

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

D'Ieteren Automotive stores your personal data only for the period necessary to achieve the purpose for which they were collected. We apply objective criteria such as applicable legal obligations, limitation periods or industry recommendations to determine these storage periods. We regularly review these durations to ensure that your data are not kept any longer than is strictly necessary.

More precisely:

- To deliver products and services and perform quality control: 10 years after the last invoice or after the deregistration of the related vehicle (where applicable);
- To secure D'Ieteren Automotive premises, assets, tools and events: 1 year after your visit or access, 30 calendar days after your visit for video surveillance recordings and images (insofar as made available by the property manager).
- To promote D'Ieteren Automotive's products and services: 3 years after the last interaction with us;
- To collect feedback through satisfaction surveys: 3 years after the last interaction with us (to contact you for a survey), and, regarding satisfaction survey results which are not anonymous, 5 years after the end of the survey;
- To interact with you, we keep your data 30 days after the end of the chat session and/or the phone calls, except if necessary to keep them longer in order to answer your requests/claims;
- To protect our interest and manage disputes for a duration corresponding to the limitation period applicable to the relevant legal actions. In case of legal dispute, the data are kept until the end of the dispute and the exhaustion of legal remedies.

In case D'Ieteren Automotive is subject to specific legal obligations, these terms may be extended in order to ensure the compliance of the processing with the applicable legal rules.



Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



8. How do we protect your data?

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



At D'Ieteren Automotive, we are committed to safeguarding the confidentiality and security of our data. Our data protection practices align with the highest industry standards, and we adhere to the ISO/IEC 27001:2013 standard to ensure the confidentiality, integrity, and availability of your data. ISO/IEC 27001 is an internationally recognized framework for information security management. This standard reflects our dedication to maintaining robust information security controls and processes.

D'Ieteren Automotive ensures the security and confidentiality of your data by implementing state-of-the-art measures. Rest assured, your data is handled with the utmost care and protected against unauthorized access, disclosure, alteration, and destruction. We continuously assess and enhance our security measures to adapt to evolving threats and technology.

The handling of data is made according to the information classification schema defined at D'Ieteren Automotive during its whole lifecycle: creation, access, labelling, sharing, storage, modification, destruction. To keep information integrity, data must not be changed in transit, and security controls are applied to ensure that data cannot be altered intentionally or unintentionally by unauthorized people.

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



9. What are your rights and how can you exercise them?

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?



Within the limits set forth in the GDPR, you may exercise the following rights with regard to your personal data processed by D'Ieteren Automotive:

- Access and rectification - You have the right to request access to your data and have them rectified if necessary.
- Opposition - You may object to the processing of your data made by us on the basis of legitimate interest. You may object to such use of your personal data at any time, using the various contact points as mentioned in the section "How to contact us?".
- Withdrawing your consent - Where data is processed on the basis of your consent, you can withdraw that consent at any time, without calling into question the previous processing.
- Portability - The data you have provided to us may be communicated to you or transmitted to a third party in electronic format.
- Erasure - You may obtain the erasure of your data or the restriction of the processing if no longer relevant for the processing purposes.

You may exercise the first five rights by contacting us using the contact details as mentioned in the following section "How to contact us?".

Right to file a complaint before the Data Protection Authority - If you think D'Ieteren Automotive does not respect your rights, you may file a complaint before the Data Protection Authority at the following address:
Autorité de la Protection des Données
Rue de la Presse, 35
1000 Bruxelles
contact@apd-gba.be

Content

What is the purpose of this information notice?

Who is the data controller?

Which personal data do we process?

How and why do we process your personal data?

With whom do we share your data?

Where are your data located?

How long do we keep your data?

How do we protect your data?

What are your rights and how can you exercise them?

How to contact us?

How to contact us?

To ensure that the way in which we process personal data complies with applicable legislation, D'Ieteren Automotive appointed a Data Protection Officer (DPO) who is working in close collaboration with a dedicated team from our Privacy Office department.

For any question regarding the processing of your personal data, you can contact either D'Ieteren Automotive Customer Care department (customercare@dieteren.be) or our DPO (dpo@dieteren.be), or using the contact forms available on our various web sites and other user interfaces.

Where D'Ieteren Automotive is jointly responsible for the processing of your personal data, you can always address your questions or concerns to D'Ieteren Automotive, using the same contact details. In addition, for processing activities carried out in the context of joint controllership, other contact details may also be available, as indicated in the specific information communicated in relation to the activities concerned.

Modifications to this information notice

D'Ieteren Automotive can modify this information notice at all times. In order to keep you informed of the latest changes of this information notice, we shall update the revision date accordingly. It was last revised in September 2026.
You will also be proactively informed about important changes to the information notice, for instance through a pop-up on our application and on our websites.

The information notice is available (and can be downloaded in PDF format) in several languages, the content of the English version prevailing in case of inconsistency.

D'Ieteren