



PRIVACY POLICY

At Avant Garde B.V. ("we", "our", "us"), we respect and protect your privacy. This Privacy Policy explains how we collect, use, store, and safeguard your personal data when you visit our website, interact with our social media channels, or engage with our services. By using our website and social media platforms, you agree to the collection and use of information in accordance with this policy.

1. INFORMATION WE COLLECT

We collect several types of information in order to provide and improve our services, as well as to enhance your experience:

Personal Data

- When you visit our website, interact with us on social media, or sign up for our newsletters, we may collect personal information such as your name, email address, phone number, and demographic information.

Usage Data

- We collect data about how you interact with our website and social media content. This may include your IP address, browser type, device information, pages you visit, and the time and date of your visit.

Cookies and Tracking Technologies

- We use cookies, web beacons, and similar technologies to collect and track information on how you use our website and social media. This helps us analyze trends, administer the site, track users' movement, and gather demographic information.

2. HOW WE USE YOUR INFORMATION

We use the information we collect for various purposes, including:

- To Provide Services: To deliver the content and services you request, such as newsletters, articles, and other media.
- To Improve Our Website and Social Media: To enhance your user experience and to understand how our audience interacts with our content, ensuring we deliver relevant material.
- To Communicate with You: To respond to your inquiries, send you newsletters, marketing materials, and updates about Avant Garde products and events.
- To Personalize Your Experience: To customize your interactions with our website and social media content based on your interests and preferences.
- To Analyze and Optimize Marketing: We may use the data to monitor the effectiveness of our marketing campaigns and improve the relevance of our content.



3. HOW WE SHARE YOUR INFORMATION

We respect your privacy and will not sell or rent your personal information to third parties. However, we may share your information with trusted third parties in the following circumstances:

- Service Providers: We may share your data with third-party service providers who assist us with website hosting, email distribution, analytics, and other services necessary for the functioning of our business.
- Legal Compliance: We may disclose your information when required by law, such as to comply with a subpoena or other legal processes.

4. SOCIAL MEDIA

When you interact with Avant Garde on platforms such as Instagram, TikTok, YouTube, and others, the respective social media platforms may collect data on your activity. Please note that any interaction on these platforms is governed by the privacy policies of the respective social media networks, not by this Privacy Policy. We may use social media to engage with you, share content, or run promotional campaigns. If you share your personal data through comments, likes, or direct messages on social media, we may collect and use that data for communication or marketing purposes.

5. SECURITY OF YOUR INFORMATION

We take the security of your personal data seriously and use industry-standard measures to protect your information from unauthorized access, alteration, or destruction. However, no method of internet transmission or electronic storage is 100% secure, and we cannot guarantee absolute security.

6. YOUR RIGHTS AND CHOICES

You have certain rights regarding your personal data under applicable data protection laws. These rights may include:

- Access: You have the right to request access to the personal data we hold about you.
- Correction: You can request that we correct any inaccuracies in the personal data we hold.
- Deletion: You have the right to request that we delete your personal data, subject to certain legal exceptions.
- Withdrawal of Consent: You may withdraw your consent to receive marketing communications at any time by following the unsubscribe instructions in any email we send or by contacting us directly.

To exercise any of these rights, please contact us using the details provided below.

7. COOKIES

We use cookies and similar tracking technologies on our website and social media platforms to enhance your experience, analyze site usage, and serve targeted advertising. By continuing to use our website, you consent to our use of cookies. You can manage your cookie preferences by adjusting the settings in your web browser. For more information, please refer to our Cookie Policy.



8. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Any changes will be posted on this page, with the “Last Updated” date at the top of the policy. We encourage you to periodically review this policy to stay informed about how we are protecting your personal data.

9. CONTACT US

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

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Privacy Policy Avant Garde

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