

## PRIVACY POLICY OF “SUPPORTERS PHOTO” ACTIVATION BY AG INSURANCE

Should you be pictured on photos of support that you have not submitted yourself, AG Insurance confirms:

- that this photo will be processed in accordance with the laws on the protection of the personal privacy, as described below, by AG Insurance nv, Register of Legal Entities of Brussels 0404.494.849, Emile Jacqmainlaan 53, 1000 Brussels,, party responsible for processing (DPO: AG\_DPO@aginsurance.be);
- that the person who submitted the photo has declared and guaranteed that he/she has the right to reproduce the photo of support, to share it with the public and use it; and any persons involved (authors, pictured persons, etc.) have given their explicit and prior permission (and if the pictured person is younger than 16, that of the parents) concerning the above;
- the photo only is processed for the purposes of:
  1. displaying it on a large screen along the course of the AG 10 Miles & Marathon on 22 April 2018;
  2. publication on the website [www.agantwerp10miles.be](http://www.agantwerp10miles.be), where the photo can be downloaded by the participant and shared on (social) media; and
  3. publication (if appropriate after processing, adaptation or change by any technical methods – the person who submitted the photo has a right of inspection before such actions take place) for publicity in magazines, documents of any nature (brochures, posters, folders, websites, newsletters, social media, etc.) and products of any nature, through or as a responsibility of AG Insurance. The photo may be reproduced or used with other material in all possible current or future ways, methods and techniques. The photo may be reproduced or communicated to the public on any possible carrier, using all current or future distribution methods. In that respect the photo may be made available or processed by external professionals who AG Insurance may call upon within the context of any promotional campaigns. These act solely as processors.

The abovementioned processing purposes are justified by the necessity of processing for the promotion of the legitimate interest of AG Insurance to carry out marketing and publish advertisements.

You have the right to consult your personal data, to have it corrected, request it in a transferrable form, to restrict and/or to delete it, and this at any time and on simple written request sent to AG Insurance at the following address: AG\_DPO@aginsurance.be.

**You have also the right to at any time request the stopping of any processing of the photo (see 1, 2 and 3) by email (AG\_DPO@aginsurance.be).**

The abovementioned personal data will not be transferred to third parties (with the exception of processors, see above under 3.) and are saved for as long as required in the light of the purposes as specified above, i.e. for the publication of the photos mentioned under 3., for three years starting

from the time of your photo being submitted through the campaign page on [www.agantwerp10miles.be/supportersfoto](http://www.agantwerp10miles.be/supportersfoto).

The individual provision of the abovementioned information to you beforehand would be impossible. This would at least make the completion of the purposes of the processing impossible or seriously impede it. For this reason AG Insurance makes the abovementioned information known to you on this website.

Any complaint about this privacy policy can be sent by mail or by email to:

AG Insurance NV  
Data Protection Officer  
Emile Jacquainlaan 53  
1000 Brussels  
Email: [AG\\_DPO@aginsurance.be](mailto:AG_DPO@aginsurance.be).

and to the supervisory authority, the Data Protection Authority:

Gegevensbeschermingsautoriteit  
Drukpersstraat 35  
1000 Brussels  
Tel.: +32 2 274 48 00  
Email: [commission@privacycommission.be](mailto:commission@privacycommission.be).

This privacy policy falls under Belgian law and is interpreted or enforced in conformity with Belgian law. The law courts of Brussels (Dutch-speaking) are exclusively authorised to judge any disputes that may result from the interpretation or application of this Privacy Policy.

More information about how AG Insurance processes personal data and rights relating to the personal data can be found in the [Privacy statement](#).