

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

The Participant confirms that he/she is older than 16 years and agrees that his/her email address and photo (to the extent considered as personal data) will be processed in accordance with the laws on 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).

The email address of the Participant will only be processed for the management of the campaign described in the general conditions, namely to send the Participant an email with his/her photo of support and with the request to share it with his/her network, and to comply with the legal obligations of AG Insurance and any valid request in this context sent to AG Insurance by the competent authorities.

The photo of the Participant is processed for the purposes of:

1. **the display of the photo on a large screen** along the course of the AG 10 Miles & Marathon on 22 April 2018;
2. **publication of the photo on the website** [www.agantwerp10miles.be](http://www.agantwerp10miles.be). There the photo can be downloaded and shared on (social) media; and
3. **publication of the photo** (if appropriate after processing, adaptation or change by any technical methods – the Participant 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 Participant agrees that AG Insurance may reproduce these photos or communicate them to the public on any possible carrier, using all current or future distribution methods. In that respect the Participant accepts that 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. Permission is given for the whole world and for all areas of use: advertising, promotion, production, packaging and distribution, without this summary being restrictive.

In the absence of permission concerning the processing of the abovementioned personal data for processing purposes 1., 2 and 3 above, the submitted photos of support will not be displayed on a large screen along the course of the AG 10 Miles & Marathon on 22 April 2018, nor published on products of any nature.

Independent of the abovementioned free permission of the Participant concerning the processing purposes of the relative personal data of the Participant, the abovementioned processing purposes are also justified by the necessity of processing for the execution of the agreement with the Participant and – in each case when the person pictured on the photo would not be the Participant – by the necessity of processing for the promotion of the legitimate interest of AG Insurance to carry out marketing and publish advertisements.

AG Insurance guarantees that it will cease any processing of the photo (see [1.](#), [2](#) and [3](#)) on the first request of the person pictured, even by telephone.

All Participants and other persons concerned have the right to consult the abovementioned 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.

**The Participant also has the right to at any time withdraw his/her permission concerning the respective processing purposes of the personal data by email (AG\_DPO@aginsurance.be) and/or to object to this processing.**

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 the Participant submitting the photos through the campaign page on [www.agantwerp10miles.be/supportersphoto](http://www.agantwerp10miles.be/supportersphoto).

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

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 personal data can be found in the [Privacy statement](#).