



**SUSHI FUMI**  
JAPANESE TRADITIONAL

## Privacy declaration

Sushi Fumi

Date last modified: 05/01/22	
Date last board approval: 05/01/22	

# Privacy statement Sushi Fumi (last modified 5 january 2022)

## General

This Privacy Statement regulates the processing of your personal data as part of the use of our website (sushifumi.be) and the related services. These processing operations are always carried out by Sushi Fumi as the controller, established at 2400 Mol, Smallestraat 10 with company number BE0711826580. Protecting the personal data of customers and visitors is very important to Sushi Fumi. That is why we make every effort to guarantee this data protection and always act in accordance with the General Data Protection Regulation (GDPR) when we process your personal data. With regard to the personal data that we process on our website (www.sushifumi.be), Sushi Fumi will always act as the controller. More specifically, Sushi Fumi will always treat the personal data lawfully for specific purposes. We will do the necessary to never request more personal data than necessary for the purpose or to keep this personal data longer than necessary. Finally, Sushi Fumi takes the appropriate technical and organizational measures that guarantee appropriate security so that the personal data is protected against accidental loss, destruction or damage. This Privacy Statement was last updated on January 5, 2022. Sushi Fumi reserves the right to amend this statement at its sole discretion. It will also keep visitors informed about changes at any time.

## Personal data

We define the processing of personal data as an operation or a set of operations on personal data or a set of personal data, whether or not carried out by automated means, such as collecting, recording, organizing, structuring, storing, updating or modifying, retrieving, consult, use, provide by transmission, dissemination or otherwise make available, align or combine, shield, delete or destroy data. In accordance with current regulations, we define personal data as any information about an identified or identifiable natural person ("the data subject"); an identifiable natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more elements characteristic of the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person. Examples of personal data are name, address or e-mail address, but also your IP address.

## Why do we process your personal data?

Sushi Fumi will process your personal data for the following purposes:

Processing purposes	Legal basis
Processing your question via the contact form, by e-mail, by telephone or via social media.	Legitimate interest: to be able to answer your questions.
Direct marketing purposes to provide you with individual communications, promotions, offers and other advertisements from us or from our selected partners.	Legitimate interest: to keep you informed about our offers.
To inform you by means of periodic newsletters.	Consent
Profiling by means of a cookie that analyzes your online behavior and preferences. In this way we keep you informed of interesting activities at HerbaFrost nv that interest you.	Consent
Customer management.	Performance of an agreement
Internal purposes such as audits, data analysis and research to improve the products, services and communications.	Legitimate interest

## To whom we pass on your personal data?

We will not provide your personal data in an identifiable way to third parties, unless required by law or unless you have given your explicit permission.

Sushi Fumi reserves the right to anonymize personal data and thus transfer it to other organizations that can use this information to improve products and services and to organize the marketing, presentation and sale of customized products and services.

These transfers are subject to the EU - US Privacy Shield. They will take the necessary steps to adequately protect your personal data also outside the EEA

## How long do we keep your personal data?

Your personal data will only be processed for as long as this is necessary for the purposes described in this Privacy Statement or if you withdraw your consent to process your data. In that case, we will do the necessary to stop the processing of your personal data as soon as possible.

## What rights can you exercise as a data subject?

As a data subject, you have the right to inspect all personal data that Sushi Fumi processes about you. As a data subject, you have the right to request rectification of personal data that is incorrect or inaccurate. When the processing of your personal data takes place on the basis of consent, you are always able to withdraw this consent. This can be done by contacting us at [fumi@sushifumi.be](mailto:fumi@sushifumi.be). As a data subject, you have the right to request your personal data to be deleted if it is no longer necessary in light of the purposes of this Privacy Statement or if you withdraw your consent to process your data. However, this right cannot be exercised if Sushi Fumi is obliged to further process of this personal data by another legal determination. If you want to exercise the above rights of the data subject or if you have any further questions, you can always contact us at [fumi@sushifumi.be](mailto:fumi@sushifumi.be). If you want to exercise your rights, you will always have to identify yourself appropriately. This happens if you send your request, for example, from the e-mail address that is already known to us. If you are not satisfied with the handling of your request, you can always submit a complaint to the competent data protection authority, being the Data Protection Authority in Belgium. For more information, please visit [www.privacycommission.be](http://www.privacycommission.be).

## Cookies

Our website ([www.sushifumi.be](http://www.sushifumi.be)) uses cookies. Cookies are small information files stored on your computer's hard drive. This information makes your visit to the site faster and more efficient. If you disable the use of cookies in your browser, we cannot guarantee the correct functioning of the website. The cookies are mainly used to track your session and to improve your experience on our website. Furthermore, our website will use tracking cookies that analyze your surfing behavior so that we can inform you about activities of Sushi Fumi that you may find interesting. This processing of your personal data will only take place after you have given your consent. You are always able to withdraw your consent in this regard.

### Which cookies do we use on <https://sushifumi.be/>?

Sushi Fumi uses different types of cookies. More information about the properties of the various cookies can be found in the following table:

Personal data	Processing target	Name	Type	Legality	Retention period
Device data, location data, unique code, local storage, cookies	Google Analytics: keeping statistics about the website	_ga	Non-functional	Consent	2 years
IP-address	Remember preferences during the website visit	PHPSESSID	Non-functional	Consent	End of session
IP-address	Remember whether cookies are accepted or not.	cookiesplease_status	Non-functional	Consent	1 year
Location and browser settings	Keeps language setting	FluentLocale	Functional	Consent	3 months