

INCIDENCE

FROM RESEARCH TO STRATEGY



DATA PROTECTION POLICY OF INCIDENCE

V4 09.12.25



INCIDENCE PERSONAL DATA PROTECTION POLICY

1. GENERAL

This Data Protection Policy describes the processing of personal data (the "Data") that we carry out in order to provide you with the services that we offer.

We attach particular importance to the protection of your personal data, in accordance with the provisions of Regulation (U.E.) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and of the free movement of such data, as well as the Law of the 30 July 2018 on the protection of individuals with regard to the processing of personal data.

By using our site, making use of our services and/or providing us your Data when participating in surveys and polls, you accept the practices described in this Policy. If you do not accept the provisions of this Policy, please do not use our site and do not provide us with your Data. In this case, you nevertheless agree not to benefit from all the services and other advantages offered by INCIDENCE.

2. CONTACT DETAILS OF THE CONTROLLER

SRL INCIDENCE (hereinafter: "INCIDENCE") whose registered office is established at Rue Arthur Hardy, 7 box B at 1300 LIMAL (Wavre) (Belgium) and registered with the Banque-Carrefour des Entreprises under the number (BE) 0547.844.617, acts as:

Data Controller for Data collected on its own behalf;

Data Processor for the Data collected by INCIDENCE on behalf of its customers, as part of the provision of its services.

When INCIDENCE acts as a Data Processor, the Customer concerned is the Data Controller for the Data entrusted to INCIDENCE. We therefore invite you to also consult the Customer's confidentiality policy to obtain additional information on the Data Processing that it implements.

3. WHAT DATA DO WE COLLECT, FOR WHAT PURPOSE, ON WHAT LEGAL BASIS AND FOR HOW LONG?

3.1. Data processing carried out as Data Controller

During our business, we process Data about you. We only use this Data for the processing purposes described below and we only collect the Data that is strictly necessary for these purposes.

We will only keep the Data for as long as is necessary for the processing operations for which it was collected and in accordance with the periods stipulated by the applicable legal provisions. At the end of this period, we will make every effort to ensure that the Data has been made unavailable.

3.1.1. Recruitment



If you would like to join our team, we may need to process your Data.

Processing of applications

We collect your Data to process your applications and during the interviews we organize with you. This process is based on the performance of pre-contractual measures.

In this respect, we process the following Data:

Personal identification data (first and last name, address, gender, nationality, date and place of birth, age, gender);

Contact data (mobile or telephone number, email address);

Data relating to your academic background (curriculum vitae, schools attended, diplomas and certificates, level of study, examination results and grades, skills (linguistics, technical, etc.), driving license, etc.);

Details of professional experience (career, history and dates of positions held, previous employers, qualifications obtained and skills acquired, any references, etc.);

Hobbies and interests;

Other relevant details, such as the type of job desired;

Any other details provided during the job interview.

If you are applying as a professional interviewer, we will also ask you for details of your company (name, address, contact details, VAT number, mutuality).

Your Data will be kept for the duration of the recruitment process, i.e. 6 months from the date we receive your application.

Establishment of a recruitment reserve

At the end of the recruitment procedure, if we do not have a position to offer you, we will keep your Data, subject to your consent, for 2 years from the date of the hiring decision in order to build up a recruitment reserve and be able to contact you again in the event of new opportunities.

3.1.2. Incidence.be website

We collect your Data to respond to your requests communicated via our forms accessible on the incidence.be website. This process is based on the execution of a pre-contractual measure. Therefore:

We collect your Data to be able to respond to any question or request for a quotation that you have submitted via our contact form.

We collect your Data so that we can respond to any questions relating to a specific type of enquiry.

This involves the following Data:

Your personal identification data (first and last name)

Your contact data (telephone number, email address);

Your connection data (IP address, browser, etc.);

Any other data you provide us with.

The Data collected via the contact form is kept for the time necessary to respond to your request, except for Connection Data, which is kept for 2 months.

3.1.3. YOMI Community

When you are part of the YOMI Community, we process your Data, based on the performance of the contract, for the following processing purposes:

To enable you to join the YOMI Community for the purpose of taking part in personalized surveys.



To send you personalized surveys based on your profile.
Manage your points accumulated through participation in surveys and send you rewards in exchange for these points. As part of this process, we may transfer your Data to partners to generate your reward (e.g. gift voucher).

We also process your Data, based on our legitimate interest, for the following purposes:

Ensuring the security of the platform and preventing fraud.
Statistics: to improve the platform's performance and analyses participation.

The Data processed is as follows:

Your personal identification data (first and last name, postcode, date of birth, age, gender)
Your contact data (email address);
The type of job applied for;
Your curriculum vitae;
Your connection data (IP address, browser, etc.);
Your log data (user identifiers, date and time of access, equipment identifiers used, user activities, etc.).

Your Data is kept during your effective registration to the YOMI Community. Data processed for statistical purposes is kept for 1 year.

3.1.4. Surveys

Some surveys require us to record telephone calls made to respondents. Respondents are in any case informed of this recording. These recordings are made based on our legitimate interest:

For service quality purposes. The Data is kept for 6 months from the date of recording.
For evidential purposes to prove that consent has been obtained. The Data is kept for as long as the processing activity in question continues, in accordance with the principle of Accountability provided for in the RGPD and, where applicable, for the period necessary for the establishment, exercise or defense of legal claims.

In this respect, the Data processed are the recordings and any data collected as part of these investigations.

Furthermore, when conducting certain studies, we collect respondents' IP addresses. The purpose of this collection is to check for duplicates. This process is based on our legitimate interest in ensuring the reliability and integrity of survey results. IP addresses are only kept for as long as necessary to achieve this purpose, after which they are deleted or anonymized.

3.1.5. Processing of Data relating to our customers

As part of the contractual relationship we have with our customers and their contact persons, we process the following Data:

Your personal identification data (first and last name)
Your contact data (telephone number, email address)
Information relating to your company (legal form, company name, company number, registered office, sector of activity);
Your financial and invoicing data (IBAN, BIC, VAT number, invoice details, invoice total, payment terms, amounts due and paid, etc.);

We process your Data, based on the performance of the contract between us, to manage the contract for the provision of services and invoicing, as well as to be able to communicate with you.

We also process your Data to comply with our legal obligations and to keep our accounts.



We retain your Data for the duration of the contractual relationship and 7 or 10 years in accordance with our legal obligations.

In addition, we send prospecting emails to potential customers, based on our legitimate interest. In this regard, we use your Contact Data collected, in particular, when you contact us by email or via our website. We retain your Data for 3 years from our last contact.

3.1.6. Cookie Management

This website uses cookies.

A cookie is a small file that is distributed with the pages of a website and stored by the browser on the hard drive of your computer, tablet or phone. The information it contains can be sent back to the site's servers during a subsequent visit and thus allow the author of this site to establish a trace of the Internet user's activity.

It should be noted that behind the term "cookies" we also consider any other technical tracing process such as "scripts" in general. A script is a piece of programming code used to make a website work interactively. Finally, "web beacons" or "pixel tags" or "social media cookies" are also cookies. Cookies allow to personalize the content and to offer functionalities necessary for the proper functioning of a website such as the control of a shopping cart or the memorization of a language choice for example. Some Cookies may be placed or controlled by third parties (partners or subcontractors) for marketing targeting purposes.

a. Technical cookies ("Necessary" or " Preferences")

We use certain cookies to remember your settings and preferences such as language preference. These cookies are essential for the proper functioning of the site and cannot be deactivated without affecting the proper functioning of the site. This type of cookies and or similar technologies do not allow us to collect Data that could identify you.

b. Cookies for audience measurement

We use it to analyze and improve the Site's audiences with Google Analytics. This tool collects, for example, your IP address when you connect, the date and time you access the Site, the pages you visit, the type of browser you use, the platform and/or operating system you use. The legal basis for this process is your consent.

c. Marketing Cookies

Marketing cookies are used to track visitors through the Site. The purpose is to display advertisements that are relevant and interesting to the individual user and therefore more valuable to third party publishers and advertisers. The legal basis for this process is your consent.

d. Consent

Your consent can be modified or withdrawn at any time by exercising your preferences [HERE](#)

e. List of cookies used on this site:

When you give your consent to all cookies, the following cookies may be set:

- `_gcl_au`: Google Tag Manager sets this cookie to test the advertising effectiveness of websites using its services.*
- `_ga_*`: Google Analytics uses this cookie to store and count page views.*
- `_ga`: Google Analytics uses this cookie to calculate data relating to visitors, sessions and campaigns, and to track website usage as part of the website analytics report. The cookie stores information anonymously and assigns a randomly generated number to identify unique visitors.*
- `_gid`: Google Analytics uses this cookie to store information on how visitors use a website and to generate a site performance analysis report. The data collected includes the number of visitors, their source and the pages they visit, all on an anonymous basis.*
- `_gat_UA-*`: Google Analytics sets this cookie to track user behavior.*
- `_fbp`: Facebook uses this cookie to display adverts on Facebook or on a digital platform powered by Facebook advertising after visiting the website.*

In accordance with the GDPR, you can choose to be notified each time a cookie is set, or disable the use of cookies on the website entirely.



3.2. Data processing carried out as a Data Processor

In the context of Data processing carried out through surveys, INCIDENCE acts as a Data Processor and acts on behalf of its customers.

The purposes and means of the processing are therefore determined by the Customer, who is the Data Controller. As a Data Processor, INCIDENCE undertakes to process the Data only and only to the extent necessary, in accordance with the processing purposes determined by the Customer and in accordance with the Customer's documented instructions, unless otherwise provided by law.

To obtain further information concerning the implementation of this process and concerning the data retention period, we invite you to consult the Customer's confidentiality policy to obtain additional information on the Data Processing that it implements.

*The categories of processing for which we act as a Processor are as follows:
Conducting various types of surveys and polls, according to the needs and requests of our clients;
Organizing competitions;
Invitations to participate in focus groups.*

INCIDENCE processes, on behalf of the Customer, the Data necessary for the provision of the subscribed services. The types of data processed, depending on the nature of the surveys, are as follows:

Socio-demographic information (region, postcode, age, gender, family situation, household composition, number and age of children, etc.);

Academic background and qualifications (level of education/qualifications, licenses, etc.);

Employment status (sector of activity, profession, size of company, relations with social or banking organizations, etc.);

Economic data (income, consumption habits, perception of prices, criteria for choosing goods and services, etc.);

Lifestyle habits (type of housing, lifestyles, holidays, etc.);

Satisfaction or evaluation questions (regarding a product or service, relationship with a supplier, evaluation of a salesperson or situation, etc.);

Questions relating to general perception (feelings about a city, personal experience, family situation, brand image, etc.);

Other specific information collected depending on the purpose of the survey or poll.

It is possible that INCIDENCE collects sensitive Data, within the meaning of articles 9 and 10 of the RGPD, for the purposes of a specific survey or poll (e.g. disability).

Data enabling respondents to be contacted is stored separately from survey results. Data collected during surveys is sent to Clients in anonymized and secure form. Unless you give your consent, the Client will not be able to contact you directly following the survey, either to discuss the results or for any commercial purposes.

For the organization of competitions or discussion groups, if you have given your consent, your surname, first name and email address will be collected and passed on to the Client.

The categories of Persons concerned by the Data processing are the respondents, i.e. the persons questioned in the context of surveys and polls.

The Data collected through surveys and polls are kept by INCIDENCE for a period of 12 months following the completion of the survey, unless explicitly requested in writing by the Customer. This data is pseudonymous or anonymous depending on the nature of the survey.

Contact Data transmitted by the Customer as part of the assignment is kept until delivery of the final report to the Customer, unless the Customer explicitly requests otherwise in writing.



Contact details collected for the purpose of organizing competitions or focus groups are sent to the Client after the survey has been completed and are deleted by INCIDENCE, unless the Client expressly requests otherwise in writing.

The Customer, as the Data Controller, determines how long the Data is kept on its own media, in accordance with the regulations in force. It is the Customer's responsibility to take all necessary steps to ensure the backup of the Data communicated by INCIDENCE as part of the provision of services. We invite you to consult the Confidentiality Policy of each Customer to obtain more information about these retention periods.

At the end of the aforementioned periods, INCIDENCE deletes all copies of the Data concerned, whether they are kept in electronic or paper form, unless a legal obligation requires them to be kept for an additional period. In this case, the Data will only be kept for the period prescribed by the applicable legislation.

4. TO WHOM CAN YOUR DATA BE TRANSMITTED?

Your Data collected as part of surveys is communicated to Customers anonymously. For the organization of competitions or discussion groups, your identification Data is collected and transmitted to the Customer.

As part of the performance of our services, purposes, we may subcontract, in whole or in part, some of our tasks to technical data processors who are bound to us by contract.

INCIDENCE requires its data processors to comply with data protection legislation and to provide sufficient guarantees that appropriate technical and organizational measures have been implemented so that the processing meets the requirements of applicable data protection legislation and guarantees the protection of your rights.

We do not sell or otherwise disclose the Data we collect about you to third parties.

In certain circumstances, our website and applications will provide you with plug-ins from different social networks. If you choose to interact with a social network site such as Facebook, LinkedIn or Twitter, your activity on our site or through our applications will also be accessible on that social network. Please read the privacy policies of those social networks for detailed information about the collection and transfer of personal information, your rights and how you can obtain satisfactory privacy settings.

5. WHAT ARE YOUR RIGHTS?

Right of access: you have the right to have confirmation that your Data is being processed, to have access to your Data at any time and free of charge and to obtain a copy of your Data.

Right to rectification: you have the right to demand that incorrect Data be corrected, that incomplete Data be completed and that inappropriate or needless Data be deleted. We draw your attention to the fact that you are at all times obliged to check the accuracy of the Data you provide us with.

Right to erasure: when you no longer wish your Data to be processed and you are in a position to request the right to erasure, we will then delete your Data from our database.

Right to Portability: where appropriate, you will also have the right to portability of your Data in accordance with applicable data protection legislation.

Right to object: you have the right to object to the use of your Data where the processing is based on INCIDENCE's legitimate interest.

Right to restriction of processing: finally, you have the right to obtain from INCIDENCE the restriction of the processing of your Data, in accordance with the applicable Data Protection legislation.

Right to withdraw your consent: you have the right to withdraw your consent at any time.

6. HOW TO ASSERT YOUR RIGHTS?



By sending an email to info@incidence.be or a letter to the head office of
INCIDENCE
Rue Arthur Hardy, 7 box B
1300 LIMAL (Wavre)
Belgium

You can also contact our Data Protection Officer (DPO) by email at dpo@incidence.be or by post at
GDPR Agency
Chemin du Cyclotron, 6
1348 Louvain-la-Neuve
Belgium

7. WHAT HAPPENS IN THE EVENT OF A DISPUTE?

If you believe that we are in breach of any of our legal and/or contractual obligations, we invite you to contact us by email at info@incidence.be. We will do our utmost to ensure you a follow-up as soon as possible.

Any claim, complaint or grievance is addressed to the address of the INCIDENCE's head office.

If you are not satisfied with our response, you have the right to submit a complaint to a supervisory authority.

The Belgian supervisory authority is
DATA PROTECTION AUTHORITY
Rue de la Presse 35
1000 Brussels
Mail: CONTACT@APD-GBA.BE

8. INFORMATION CONCERNING CHILDREN

As a general rule, we do not intentionally collect personal information from children under the age of 13.

If, however, we do collect information from children under the age of 13, we will obtain the consent of the holder of parental responsibility for that child before using their personal information.

9. LINKS TO OTHER WEBSITES AND SERVICES

Our sites may contain links to third party sites, and some of our services give you access to third party services (such as social networking sites).

We have no control over how third party sites and services treat your personal information. We do not audit third party sites and services, and we are not responsible for those third party sites and services or their privacy practices. Please read the privacy statements of any third party sites or services you access from our sites or services.

10. Security

We have developed technically and organizationally appropriate security rules to prevent the destruction, loss, falsification, alteration, unauthorized access, accidental disclosure to third parties and any other unauthorized processing of Data.

11. LIMITATION OF LIABILITY CLAUSE



INCIDENCE's liability shall be limited to direct damages, to the exclusion of any indirect damages. INCIDENCE will never be held liable for damages deemed indirect such as, without this list being exhaustive, loss of Data, financial or commercial prejudice, loss of profits, increase in overheads, disruption of planning.

In addition, INCIDENCE cannot be held liable for any damage resulting from illegitimate manipulation of Data by third parties (Data theft, viruses, phishing or other computer offences).

We would also like to point out that links to the Website may contain hypertext links and other references to other sites that we do not manage or control and to which the present provisions do not apply. We are not responsible for the content of these websites nor for the offers, products and services offered by them. We therefore recommend that you carefully read the privacy protection rules of each site you visit, as these rules may differ from these terms and conditions.

12. APPLICABLE LAW AND JURISDICTION

These provisions shall be governed, interpreted and executed in accordance with Belgian law, the only applicable law, in the event of a dispute.

Any dispute that cannot be settled amicably within a period not exceeding one month from its occurrence, this period may be extended by mutual agreement, may be brought by the most diligent party before the French-speaking Courts and Tribunals of the judicial district of Walloon Brabant, which shall have sole jurisdiction.

13. DATE OF ENTRY INTO FORCE

This policy was created and came into force on 09.12.2025. We reserve the right, at our sole discretion, to change, modify, add or remove portions of this policy at any time.

14. TRANSLATION

The parties acknowledge that the translation of the above provisions into English is offered for the purpose of clarification and that, notwithstanding the accuracy of the translation, the basic text was drafted in French and that this language prevails for the interpretation or the scope of the words, terms and / or expressions and of the whole text.