



Your personal data,  
loyalty cards, benefits and  
receipts **in one safe place.**

[www.myfreedelivery.com](http://www.myfreedelivery.com)

**You trust. We protect.**



## What is MyFreedelity?

MyFreedelity is an app designed for you to digitalise and gather many of the loyalty or identification cards you accumulate in your wallet in one safe place.

It enables you to keep control over the use of your personal data by many retail stores. It also enables you to keep this data up to date with Freedelity clients.

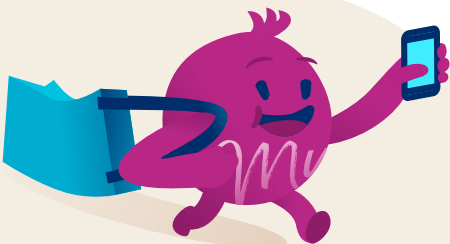


Download the MyFreedelity mobile app now to view your online wallet and take advantage of its many benefits.



## Summary

- ▶ Use your identity card or smartphone to **be identified** with many businesses and **take advantage of the benefits** they reserve for their most loyal customers.
- ▶ **Stay in control** of your personal data and the use made of it by your favorite merchants.
- ▶ Replace cards that clutter up your wallet with their **digital version**.
- ▶ **View details of your purchases**, loyalty points and benefits. Archive and retrieve your proof of purchase.
- ▶ Manage and customize **your relationship with your favorite merchants**.





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## Your MyFreedelity Membership

By entrusting your personal and contact details to the merchant who requested your registration, and following the transfer of these details to Freedelity, a record is created in your name in a reference file managed by **Freedelity SA, rue Altiero Spinelli 7, 1401 Nivelles, registered under number BCE 0818.399.886.**

As soon as your profile is activated, at your own initiative and via the MyFreedelity portal or app, you will be able to decide which merchants are entitled to access your contact details to communicate with you (and by which means: email, SMS, postal mail).

You can also end your relationship with any partner merchant, refuse the processing of your data by Freedelity, or request the complete deletion of your data.

MyFreedelity's Personal Data Protection Policy is available at this address:

[www.myfreedelity.com/en/privacy](http://www.myfreedelity.com/en/privacy)



## Why was I asked for my ID card?

The business where you have just done your shopping uses solutions developed by Freedility to gather your personal data and keep it up to date, as well as to identify you when you shop, and if applicable, offer you benefits and personalised services such as a loyalty programme, for example.

If the staff of the store you are visiting have asked you for your identity card, **it's just to avoid you having to fill in a paper registration form by hand or to simplify your identification.**

This saves you time, avoids typos when gathering your personal data and makes it easy to update your data, for example, if you move house.

You will therefore enable you favourite stores to offer you more personalised services in perfect compliance with personal data processing regulations while keeping control over the use of this data.

## Must I use my identity card to become a member?

No, using your identity card is not required. Freedelity partner stores and businesses offer alternative registration methods. We recommend that you use your identity card because it enables you to be identified quickly and without confusion, while keeping your personal data up to date.

## Which data is involved?

Freedelity processes the following data from your electronic ID card: **surname, first name, address, language, place and date of birth, ID card number, and gender.** You can then choose to add (voluntarily) your email address and mobile phone number. An up-to-date and complete list of the data processed is available at: [www.myfreedelity.com/en/faqs](http://www.myfreedelity.com/en/faqs)

This data is then used to enable Freedelity SA clients, including the business you are visiting, to obtain your updated contact details.

If you allow, it can also offer you benefits, send you marketing communications, such as its latest offers, or personalised promotions or save the digital version of your receipts.



## Protecting my privacy

The protection of your personal data is of utmost importance to Freedelity and its partner merchants. That is why we are committed to protecting it as best as we can and ensuring maximum transparency regarding how it is used, in compliance with the General Data Protection Regulation (GDPR).

You can consult our Privacy policy in conjunction with the processing of personal data collected and processed in the context of the transactions described in this prospectus:

[www.myfreedelity.com/en/privacy](http://www.myfreedelity.com/en/privacy)

### Freedelity listens

The Freedelity team is also very attentive to the satisfaction of MyFreedelity users and the respect of your rights. We remain at your disposal through the following contact points:

**Freedelity SA**  
**rue Altiero Spinelli 7**  
**1401 Nivelles**  
**Belgium**

**info@myfreedelity.be**

**Tel : +32 2 880 98 36**

Publisher: **Freedelity SA/NV** — rue Altiero Spinelli 7, 1401 Nivelles, registered under number BCE0818.399.886

## How to access my data and keep control of its use through MyFreedelity?

As soon as you identify yourself via the MyFreedelity app or portal, a personal profile is created in your name to allow you to control how your personal data is used.

Access to your personal data is protected and requires authentication. If you have shared your email address with one of Freedelity's partner merchants, you will only need this email to initiate the access procedure.

If you have not yet shared your email address with Freedelity SA or one of the Freedelity customer businesses, you just need to follow the access procedure described below.

1. Visit [www.myfreedelity.com](http://www.myfreedelity.com)
2. Follow the instructions for the first login.

3. You can also download the MyFreedelity app after having scanned the appropriate QR code displayed below.



◀ Google Play  
App Store ▶



[www.myfreedelity.com](http://www.myfreedelity.com)

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