



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

**You trust. We protect.**

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



## 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.**

### 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.**
- **Archive and retrieve** your proofs of purchase.
- Manage and customize **your relationship with your favorite merchants.**

## Your subscription to MyFreedelity

By entrusting us with your personal and contact data, through the business that requested your registration, you will become a member of the 'Freedelity file' and consent to the processing of your personal data by **Freedelity SA, rue du Bosquet, 8 bte 6, 1400 Nivelles, registered under number BCE0818.399.886.**

### YOUR REGISTRATION GENERATES A PERSONAL PROFILE AND LOGIN ON THE MYFREEDELITY APP.

With your personal MyFreedelity login, only you decide which businesses have the right to access your details to communicate with you (and how they do so: email, text message or post), and you can also end your relationship with any partner business of which you are a customer.

To facilitate your access, we encourage you to enter your email address when you register.

The Conditions for use and the Personal data protection policy of MyFreedelity are available at the following urls:

[www.myfreedelity.com/en/conditions-of-use](http://www.myfreedelity.com/en/conditions-of-use)

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

## Why have I been asked for my identity card?

The business where you have just done your shopping uses solutions developed by Freedelity 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.**

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

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.

## **What data is concerned?**

Freedelity automatically gathers the following data from your electronic identity card: last name, first name, address, place and date of birth and sex. You can then decide to add (on a voluntary basis) your e-mail address and your mobile telephone number.

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

## **Freedelity listens**

**The Freedelity team is keen to ensure MyFreedelity users' satisfaction and takes care to respect the rights of Freedelity file members. We remain at your disposal through the following contact points:**

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 very important to Freedelity. This is why we are committed to protecting your personal data as best we can and to ensure maximum transparency surrounding its use, in connection with the General Data Protection Regulations (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)



**+32 2 880 98 36**



**info@freedelity.be**



**www.myfreedelity.com**

# How do I access my MyFreedelity account?

As soon as you register, a personal profile is created in your name on the MyFreedelity portal, to enable you to check 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 SA's partner business, you will only need the username and password you were given automatically when you registered.

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** ▶



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