

PRIVACY POLICY

NFT LOOKUP

1. Who is responsible for the processing of your personal data?

NFT Holding BV, having its registered seat at Groeneweg 17, 9320 Aalst (Belgium), registered in the Belgian Crossroads Bank for Enterprises under company number 0786.434.824 (hereinafter “NFT Holding”, “we” or “us”), operates the digital platform “NFT LOOKUP”, including every web page belonging to the “nftlookup.io” domain (hereinafter the “Website”) and including any and all desktop, tablet and mobile applications and application program interfaces (hereinafter “Applications”) and any and all services offered through the digital platform (hereinafter the “Services”). Our digital platform, including Website, Applications and all Services offered through our digital platform, are hereinafter jointly referred to as “NFT LOOKUP”.

We undertake to comply with all applicable data protection legislation, including but not limited to Regulation (EU) 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 on the free movement of such data, and repealing Directive 95/46/EC (the “General Data Protection Regulation”, hereinafter referred to as the “GDPR”). The GDPR can be consulted at any given time via this [link](#).

Since we determine the purposes and means of the processing of the personal data, NFT Holding is to be considered as the “data controller” of the personal data collected via NFT LOOKUP.

This Privacy Policy explains what personal data we collect and processes from you, the reasons for the processing of your personal data and how that information is used, how we ensure protection of all personal data provided and what rights you have in relation to your personal data. It also specifies the contact details of us being the data controller with whom you may exercise your rights, as well as the contact details of the relevant data protection authority.

2. What personal data do we process?

“Personal data” is to be understood as any information that allows to identify you, 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 factors specific to your physical, physiological, genetic, mental, economic, cultural or social identity.

Via NFT LOOKUP, we offer a variety of Services, and depending on which Services you use, various personal data from different sources might come into play. Most of the personal data we process is provided by you yourself when you use our Services or contact us, for example when you create a user account and provide us with your email address. We do, however, also receive technical device and access data which is automatically collected when you interact with our Services. This may, for example, be information on which device you are using (and might be qualified as “personal data” if it enables to identify you). And we may also receive information about you – being personal data – from third parties, such as payment service providers.

As regards some of our Services, we may be unable to provide them to you (at least not optimally) if we do not receive the requested personal data. If particular information is required in connection with a Service (mandatory information), we will inform you by marking it accordingly.

We assign personal data to you for – in general – the use of and communication with regard to the Services offered via NFT LOOKUP, including – especially – for the purposes as enlisted under article 3 of this Privacy Policy.

3. For what purposes and on what legal ground(s) do we collect and process your personal data?

We undertake to process your personal data in accordance with all applicable data protection legislation. We therefore generally only process your personal data for the purposes explained to you in this Privacy Policy. These purposes are – generally speaking – the provision of our Services to you, purchase processing and the personalization, development and security of our Services. More specifically, via NFT LOOKUP, we collect and process the following personal data, for the following purposes, based on the following legal grounds:

PURPOSE	PERSONAL DATA COLLECTED AND PROCESSED	LEGAL GROUND
<p>To provide you with our Services:</p> <ul style="list-style-type: none"> - to enable you to register and create an Account; - to enable you to access and use the Additional Services (cf. article 4.1.2 of our Terms of Use); - for the execution of purchase transactions and customer service including payment processing; - to send non-promotional information and communication to you, including Account related information, purchase confirmations, (technical) notifications, upcoming changes to prices, contractual updates (including but not limited to updates of our Terms and Conditions and the present Privacy Policy), security alerts, support and other administrative and/or direct messages insofar as these are an integral component of our Services or the Services requested by you. 	<ul style="list-style-type: none"> - <u>Account Data</u>: email, password, time zone, mobile phone number (optional), wallet addresses (optional), additional email address for two factor authentication (optional), IP address. - <u>Purchase and payment data</u>: payment confirmations received from our third party payment service providers, consisting of amount and time of payment, purchase history. - <u>Interests (“favourites”) information</u>: when you interact with our Services, data arises which allows us to see which NFTs have marked as ‘favourite’. - <u>Messages and conversation content</u>: if you communicate with us by phone, email, post, social media, contact forms or any other medium, we may collect the content of your messages. 	<p>Insofar as the purpose relates to the execution of a contract concluded with you or the provision of a Service requested by you: <u>article 6(1)(b) GDPR</u>: processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract. The contract referred to are our Terms of Use you accept by accessing or making use of NFT LOOKUP.</p> <p>Otherwise, the legal basis for the processing of your personal data occurs on the basis of <u>article 6(1)(a) GDPR</u> if the data processing occurs with your consent, or on the basis of <u>article 6(1)(f) GDPR</u>, processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, whereby the legitimate interests are in the mentioned purposes.</p>

To handle requests and complaints.	<ul style="list-style-type: none"> - Account Data; - Purchase and payment data; - Messages and conversation content; - Any other information you provide to us. 	Art. 6(1)(f) GDPR: personal data is necessary for the purposes of the legitimate interests pursued by you, whereby your legitimate interests are in the mentioned purposes.
To comply with the law: we may use your personal data in case we are required to do so by law or on request of legal officials, or in case this is strictly necessary under legal proceedings and/or to safeguard and defend our rights.	<ul style="list-style-type: none"> - Account Data; - Purchase and payment data; - Messages and conversation content; - Any other information you provide to us. 	<p>Where we process your data on the basis of legal specifications, e.g. obligations under tax law, the legal basis is Article 6(1)(c) GDPR.</p> <p>Where we process your data under legal proceedings or to safeguard and defend our rights, the legal basis is article 6(1)(f) GDPR, whereby our legitimate interests are in the mentioned purposes.</p>

The device and access information data are collected using various technologies, including saving cookies on your computer or device. For more information on our use of cookies and the information we collect with them, we refer to our Cookie Policy.

4. How long do we keep your personal data?

Without prejudice to the exercise of your rights as referred to under article 7 of the present Privacy Policy, and unless we are required by law to keep your personal data for a longer period of time and/or unless such longer retention period is necessary for the establishment, execution or substantiation of a legal claim, we store and keep your personal data for as long as your Account is active. Upon deletion of your Account (on your request or on our own initiative (after at least one year of inactivity or as a consequence of a breach of the NFT LOOKUP Terms and Conditions)), we will delete all your personal data from our records.

5. How do we protect and safeguard your personal data?

We have put in place appropriate technical and organisational measures to protect your personal data against loss, misuse and unlawful processing. These measures include (1) secure communication of data using https, (2) storage of email addresses and phone numbers in an encrypted database and (3) servers protected with industry standard anti-malware, virus killers and other protection software.

6. Who has access to your personal data and to whom is it disclosed?

We do not sell, trade, or rent your personal data to others.

Access to your personal data is provided to NFT Holding staff on a “need to know” basis. We shall not disclose your personal data to third parties, unless it is necessary in the context of providing our Services. In this respect, your personal data may be disclosed to:

- technical service providers;

- payment service providers;
- affiliated legal entities;
- our general and special legal successors in title;
- to the extent and for the purpose we may be required to do so by law.

We do not transfer or disclose personal data outside the European Union or the European Economic Area.

7. What are your rights and how can you exercise them?

As a data subject, you have the following specific rights under the GDPR.

- **Right to information / access**

You have the right to request information on the data we hold about you from us at any time. This information includes, but is not limited to, the categories of data we process, the purposes for which they are processed, the source of the data if not collected directly from you, if applicable, the recipients with whom we have shared your data, and, where possible, the envisaged period for which the personal data will be stored or the criteria used to determine that period. By way of the present Privacy Policy, we already tried to provide you with as much of the aforementioned information as possible, but don't hesitate to contact us should you want any additional information with regard to the processing of your data.

You can obtain a copy of your data from us free of charge. If you require additional copies, we reserve the right to charge you for these copies.

- **Right to rectification**

You have the right to request that we rectify inaccurate data relating to you.

- **Right to erasure**

You have the right to request that we erase your data, as long as the legal requirements for this are satisfied. This may be the case if:

- the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
- you withdraw the consent on which the data processing is based, and there is no other legal basis for processing;
- you lodge an objection to the processing of your data and there are no overriding legitimate reasons for processing, or you object to data processing for direct marketing purposes;
- the personal data have been unlawfully processed;
- the personal data have to be erased for compliance with a legal obligation to which we are subject;

and provided that processing is not required:

- to ensure compliance with a legal obligation that requires us to process your data;
- especially with regard to statutory retention periods;
- to establish, exercise or defend legal claims.

- **Right to object**

You have the right to object to the processing of your data at any time for reasons that arise from your particular situation, as long as data processing is based on your consent, on our legitimate interests or those of a third party. In this case, we will cease to process your data. This does not apply if we can show that there are compelling legitimate grounds for processing that outweigh your interests, or if we need your data for the establishment, exercise or defence of legal claims.

- **Right to data portability**

You have the right to request that we transfer your data – if technically possible – to another responsible party. However, you may only enforce this right if data processing is based on your consent or is necessary for the performance of a contract. Rather than receiving a copy of your data, you may also ask us to submit the data directly to another responsible party specified by you.

- **Right to withdraw your consent.**

You have the right to withdraw your consent at any time, for example if you have given your consent for direct marketing.

You can exercise your rights by contacting NFT Holding in writing by email or by ordinary letter using the contact details as adopted below under section 10 of the present Privacy Policy. Please indicate clearly which of the abovementioned rights you want to exercise.

We will provide you with an answer as soon as possible, at the latest one month after we have received your request. We make every effort to comply with all requests within one month. However, this period may be extended for reasons relating to the specific right or complexity of your request.

8. Complaints

Should you have any complaints about our Privacy Policy or our data collection or processing practices, please don't hesitate to contact us via the contact details indicated below under section 10.

You also have the right to lodge a complaint with the competent supervisory authority and to seek judicial remedy in relation with the processing of your personal data. For Belgium this is the Data Protection Authority (to be considered as the "Lead Supervisory Authority" in case of cross-boarder processing of your personal data, given our "main establishment" being in Belgium):

Address:

Gegevensbeschermingsautoriteit

Drukpersstraat 35 Rue de la Presse

1000 Brussels

Telephone number: +32 (0)2 274 48 00

Website: <https://www.dataprotectionauthority.be>

Contact: <https://www.dataprotectionauthority.be/citizen/actions/contact>

For other countries of the EU you can find the list of data protection supervisory authorities [here](#).

9. Changes

We reserve the right to revise this Privacy Policy or any part of it from time to time, among other things to comply with new applicable laws and/or regulations, the recommendations of the Data Protection Authorities and the decisions of the courts in this area.

Please review this Privacy Policy periodically for any changes.

10. General contact information

If you have any questions, concerns or complaints about our Privacy Policy or our data collection or processing practices, or if you want to report any (potential or actual) security violations to us, please contact us via the following contact details:

NFT HOLDING B.V.
Address: Groeneweg 17 | 9320 - Aalst | Belgium
E. support@nftlookup.io
W. www.nftlookup.io

Version and date of this Privacy Policy: Version n° 2, March 17, 2023.