

PRIVACY & COOKIE POLICY INEVITABLE LABS

Last modified on 27 January 2025

1. General Terms

Inevitable Labs, with headquarters at De Keersmaeckerlaan 23, 1785 Merchtem (Belgium), registered at the CBE by number 0786.477.285 (hereinafter "Inevitable Labs") is responsible for the processing of your personal data on the website www.be.am.

Inevitable Labs, as a Belgian company, applies the "law of December 8, 1992 on Privacy Protection in relation to the Processing of Personal Data" as modified by the "law of December 11, 1998" and by the "law of June 13, 2005 on electronic communications".

Inevitable Labs takes responsibility for the processing of your personal data. A notification has been made to the Commission for the protection of privacy with regard to the processing of your personal data, as required by the Law.

2. Collected personal data

2.1. Data that you communicate to us

On the Registration Form on the Website: email address.

2.2. Data that are automatically collected

Certain data will be collected through cookies: see below for our cookie policy.

Some data can also be collected **without being stored in cookies**. These data may only be consulted by Inevitable Labs and only during the visit of the Website. They are: 1°) address TCP/IP 2°) the type and version of your navigation system 3°) the last window opened on internet.

2.3. Personal data communicated by commercial partners

In this case, the commercial partners of Inevitable Labs guarantee to Inevitable Labs that they have actually received the authorization to communicate these personal data.

3. Purposes of the processing of data

3.1. General purposes

The personal data are collected to:

- Offer you the services of the Website;
- Allow a market research in order to improve the technical and intrinsic quality of the Services;

- Provide you with information related to the future offers that might interest you;
- Administer the technical aspect of the Website;
- After having checked the anonymous characteristic of the data, compile statistics or lead an investigation regards as the quantity of visits on the different parts of the Website.

3.2. Direct marketing and communication to third parties

Your personal data stays strictly confidential and may not be communicated to third parties or be used for direct marketing purposes, other than Inevitable Labs.

3.3. Serious violations

Inevitable Labs will be able to communicate your data at the request of the Justice in case of serious violations of the rules of conduct.

4. Duration of the conservation of the data

All the personal data are held as long as necessary for providing the Services by Inevitable Labs.

5. Right to access and rectify

You have the right to consult free of charge your personal data at any time, to rectify or modify them, by sending an email to the address support@be.am or by letter to Inevitable Labs – De Keersmaeckerlaan 23 in 1785 Merchtem (Belgium), providing in attachment a copy of your identity card.

You are entirely free whether or not you communicate your personal data to Inevitable Labs. However, you must be aware that some services may be refused if you do not complete your personal data on the Registration Form and that you are the only one liable for the correctness of the data that you communicate to Inevitable Labs.

6. Right to object

You may exercise your right to object within the framework of the processing of your personal data if you consider that serious and legitimate reasons exist to do so, by sending an email to the address support@be.am. However, you cannot object against the processing of your personal data if this processing is essential to the fulfillment of the contractual obligations.

7. Security and confidentiality

Inevitable Labs has developed technically and organizationally appropriate security measures in order to avoid the destruction, loss, forgery, modification, forbidden access and mistaken communication to third parties as well as every other unauthorized processing of the collected personal data.

Inevitable Labs may never be held liable for any direct or indirect damage that results from a wrong or illegal handling of the personal data by a third party.

Inevitable Labs warns you that the Website can include links, hyperlinks or references to other websites, that are not controlled or managed by Inevitable Labs and to which this Privacy Policy does not apply. Inevitable Labs is not liable for the content of these websites, or for the offers, products and services offered by those. Inevitable Labs advises you to carefully read the Privacy Policy of every website that you visit, given that these rules can differ from the present Privacy Policy.

8. Cookies

8.1. Information on our use of Cookies

Our website uses Cookies and similar technologies to distinguish your preferences from those of the other users of our Website. This allows us to offer you a better experience when you visit our Website and to optimize our Website in the meantime.

Cookies and similar technologies do not allow to systematically collect data that enable us to identify the users of our Website. They only allow us to approve the operation of our Website, to understand the interests of our users and to measure the effectiveness of the content of our Website.

As a result of recent amendments of the law, all Websites focusing on certain parts of the European Union are obligated to ask for your permission in order to use or save cookies and similar technologies on your computer or mobile devices. This cookie policy clearly and completely informs you about the cookies we use and their purpose. Please read our Privacy Policy in order to take note of the Privacy rules applicable to the Website.

For further information about this Cookie Policy you can contact us at support@be.am

8.2. What is a cookie?

A “cookie” is a small text file that is sent from the server of Inevitable Labs and is stored on your computer’s hard drive. This way we can remember your preferences when visiting our Website.

As soon as you visit our website you will be asked for permission in order to set the different categories of cookies that we use.

8.3. Kind of cookies

Cookies can be subdivided based on their offspring, function and durability.

First party cookies are cookies set by a website visited by the user i.e. the website displayed in the address bar.

Third party cookies are cookies that are set by a domain other than the one being visited by the user. A third party cookie occurs when a user visits a Website and a third party sets a cookie through that Website (e.g. cookies placed by Google, X and Facebook).

Functional cookies are cookies that ensure the proper functioning of the Website (e.g. cookies for log-in or registration, language preferences). Functional cookies are logically first party cookies.

Non-functional cookies are cookies that can be set for statistical, social, targeting and commercial purposes. They are not related to the mere technical support of the Website. Cookies with **statistical purposes** allow us to check which pages of the Website you visit, where your computer is localized etc. Cookies with **social purposes** allow the user to share the content of the visited Website through social media directly to others. Cookies with **targeting purposes** allow a creation of your profile based on your surfing behavior so that the displayed advertisement will be adapted to your interests. Cookies with **commercial purposes** keep track of how many and which advertisements were displayed to a user. Non-functional cookies can be first party or third party cookies.

Persistent cookies are stored on a users' device in between browser sessions which allow preferences or actions of the user to be remembered. The cookies are activated every time the user that set these cookies visits the Website (e.g. cookies set by social media such as Twitter, Facebook, Google Analytics etc.) Most non-functional cookies are persistent cookies.

Session cookies allow websites to link the actions of a user only during a browser session. A browser session starts when a user opens the browser screen and ends when he closes the browser screen. Session cookies are only set temporarily. When you close the browser, the cookies will be removed. Most functional cookies are session cookies.

8.4. Your permission

By using our Website, you accept the use of cookies. In order to make optimal use of our Website, you need to accept the cookies, which you can do through your browser.

You can block Cookies by activating your browser settings which allows you to refuse the cookies. The rejection of these cookies may have the effect of not allowing you to use some functionalities on the Website. Carefully read this Cookie Policy for more information.

If at any moment you want to revoke your permission, you have to remove your cookies through your browser settings. If you wish to find out more about removing or blocking cookies, we find this website quite helpful: <http://www.aboutcookies.org/Default.aspx?page=2>.

8.5. Changing your browser settings

We would like to point out that Web browsers allow you to change your cookie settings. These settings can generally be found in the menu 'Options' or 'Preferences' of your web browser. In order to understand these settings better, the following links can be useful. In case you need additional information, you can consult the 'Help' function in your web browser.

- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Firefox](#)
- [Cookie settings in Chrome](#)
- [Cookie settings in Safari](#)

8.6. More information on cookies

Information on cookies

You can find useful information on cookies: <http://www.allaboutcookies.org/>

Internet Advertising Bureau

The association for digital marketers drafted a guide on online behavioural advertising and online privacy that you can find on: <http://www.youronlinechoices.eu/>

9. Applicable law and jurisdiction clause

This Privacy Policy is managed, interpreted and executed in accordance with the Belgian law that exclusively applies to every potential dispute.

The courts of Antwerp (Belgium) are exclusively competent for any kind of disagreement that could arise from the interpretation or execution of the present Privacy Policy.

10. Agreement

By using the Website, you agree to all the clauses of the present Privacy Policy and agree to the statement by which Inevitable Labs collects your personal data and process them in accordance with this Privacy Policy.