

Privacy Statement Quality Mark Responsible Affiliates (QMRA)

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1. Introduction statements Quality Mark Responsible Affiliates Privacy Statement

This is the Privacy Statement for the Quality Mark Responsible Affiliates (QMRA). This Privacy Statement applies to all privacy-sensitive information or personal data that you provide to us, for example when you send an e-mail to us. We clearly explain to you how we store your data, how long it is stored and what exactly the purpose of the data processing is. In addition, we give you clear insight into how you can exercise your rights regarding data processing.

What does the QMRA do? The QMRA is an initiative by XY Legal Solutions to set a standard of responsibility and legal compliance for gambling affiliates. We aim to further professionalize the industry with our Quality Mark. XY Legal Solutions has a similar Quality Mark in the Netherlands, the Keurmerk Verantwoorde Affiliates. The KVA quality mark was founded in October of 2021 and operates with great success and has certified over 40 gambling affiliates for their responsible marketing.

The QMRA aims to replicate this success by working with and certifying gambling affiliates in the United Kingdom.

Because we process personal data for our operations (or have it processed by third parties), we have opted for an extensive Privacy Statement. The QMRA collects and processes your personal data for its day-to-day operations. It is important that you know what happens to your personal data and how you can let us know your wishes regarding the handling of personal data.

The QMRA takes your privacy very seriously and will use and process personal information in a secure manner. All articles in this Privacy Statement are in accordance with the [UK Data Protection Act \(DPA\) of 2018](#).

Do you have doubts or questions about the processing of data by the QMRA? Please feel free to contact us at <https://QMRA.eu> or via Info@qmra.eu.

2. Personal Data

In order to be able to support our applicants, members and partners as well as possible, it is necessary for us to process a certain data collection, including personal data. The data that we collect and process differs from person to person. The personal data that we (generally) process are:

- First and last name;
- Company details;
- Registered office address;
- VAT number;
- Telephone number;
- (Personal) e-mail address (please note: under the UK GDPR, certain company e-mail addresses may be classified as personal e-mail addresses. Think of the e-mail address johnsson.james@company.co.uk);
- Bank account number;
- Website for application.

We only store and use the personal data that are provided directly by you, or of which it is clear that they are specified for processing by the QMRA.

3. Grounds for data processing

Under the UK GDPR, we are obligated to have lawful basis and disclose this basis for processing your personal data. We rely on articles 6(1)(a), (b), (c), and (f) of the UK GDPR as the basis of our processing;

- Legitimate interest;
- Your consent;
- Because your data is necessary for the performance of a contract between us and you; or
- To comply with legal obligations.

4. Purposes for data processing

The QMRA collects your data for multiple purposes. These purposes are necessary for the QMRA to fulfil its tasks. In principle, QMRA always processes the company data or at least the website data of the affiliate, of course QMRA still processes data that are additionally provided with the intention that they are processed by QMRA. The QMRA collects and processes your data for the following purposes:

1. When you contact us

If you have contacted the QMRA in any way, the data you provide will be stored and used for the course of further contact. For this purpose, we collect:

- Your first name and surname;
- Your e-mail address.

2. Newsletter

The QMRA can send a newsletter to all of its members, for instance to update you on the latest news in the gambling market. For sending the QMRA newsletter, your e-mail address will in any case be processed. For this purpose, we collect:

- Your e-mail address;
- First name and surname;
- Company name.

3. CRM System

The QMRA uses a customer system to maintain the customer relationship with members and applicants. For this purpose, we collect:

- Your e-mail address;
- Company name;
- Your website.

4. Surveys

In order to collect information about the satisfaction of the members of the QMRA, we conduct a periodic satisfaction survey. The satisfaction survey will be sent to you by e-mail. Under no circumstances are you obliged to participate in this research. For this purpose, we collect:

- Your e-mail address;
- Name;
- Company name.

5. Accounting

The QMRA is legally obligated to keep a business record for VAT purposes. For this purpose, your personal data on invoices or quotations are stored. For this purpose, we collect:

- Your first name and surname;
- Company details;
- Bank details (if applicable).

6. Invoicing

We process data in order to send the invoices. For this purpose, we process the following data:

- Billing address;
- Bank information;
- Name;
- Company information.

7. Contracts and agreements

The QMRA needs to log data to facilitate applications for the quality mark and grant authorized users the right to use the quality mark. When an agreement (the granting and management of quality mark in relation to the use of the quality mark) is made, the QMRA processes the information given in the application. Without this data, it is not possible to properly execute the agreement. For this purpose, we process the following data:

- Company name;
- Information of representative;
- Website;
- E-mail address.

8. Annual check-ups

The QMRA carries out annual check-ups on licensees of the certification mark. Without this information we cannot carry out the check up and the certification mark cannot be renewed. For this purpose, we process:

- Company name;
- Name contact;
- Website;
- E-mail address.

9. Cookies, placed via <https://QMRA.eu>

In order to use the website and to make the website function properly, a number of data is stored. Think of IP address, location data, statistical and aggregated data about surfing behaviour and website visit (scrolling and clicking behaviour). Please refer to our [cookie statement](#) for a more detailed description of the data we collect.

With regard to our cookies, we comply with the UK GDPR, DPA 2018, and the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR article 6(1), (2), and (3)). More information regarding cookies and how they are employed on our website is given in our cookie statement.

5. Data retention

QMRA saves your data for a certain period of time. This can differ per purpose. Below we have summarized the data retention periods for all personal data we have collected or processed.

1. Contact us

If the contact does not lead to the performance of a service or other work, the data provided by you will be kept for a maximum period of two (2) years. This term is used so that we can contact you further if, for example, interest in the QMRA has been shown.

2. Newsletter

We keep the personal data until you unsubscribe from our newsletter. After deregistration, the data will be deleted. This term is used so that QMRA is able to send the newsletter to the persons that subscribed to the newsletter.

3. CRM System

For this purpose, data will be retained for five (5) years after the end of a customer relationship, unless longer is necessary in connection with legal proceedings. In this context, the term of five (5) years is also linked to the possibility that a relationship will change into the performance of services by QMRA.

4. Surveys

The data regarding surveys is kept for a duration of five (5) years, from the moment the survey is taken. This is mainly done to cross reference taken surveys over the years and contact you if we require additional information.

5. Accounting

In accordance with the VAT notice 700/21 we need to keep copies invoices and quotas as well as a VAT account for a minimum of six (6) years. Records that we use for tax purposes may need to be kept for longer, depending on the relevant legislation. All personal information in these records will be saved for the same amount of time.

6. Contracts and agreements

All data relating to an agreement will be kept for the period that the agreement is active. At the time the agreement has expired or been completed, the processed data will be kept for seven (7) years. After the initial term of seven (7) years has expired, the customer data will be stored for another three (3) years.



7. Annual check-ups

For the processed data regarding the annual check-ups a storage period of five (5) years applies. This retention period is used because this data is seen as part of the agreement.

8. Invoicing

We need to keep copies of invoices and quotas as well as a VAT account for a minimum of six (6) years. Records that we use for tax purposes may need to be kept for longer, depending on the relevant legislation. All personal information in these records will be saved for the same amount of time.

9. Cookies, placed via <https://QMRA.eu>

All information regarding cookies can be found in our [cookie statement](#).

6. Recipients of personal data

The QMRA may share your personal data with third parties: this only happens when this is strictly necessary. In all cases, the QMRA, as controller, will comply with the UK GDPR and DPA 2018.

In order to guarantee the best service from the QMRA, we work together with certain external parties. A summary of such external parties can be viewed below:

1. Accountant

In order to keep a sound accounting, it is possible that personal data is provided to an accountant. These are strictly necessary data, which are also stated on invoices.

2. Tax authorities/government agencies

In order to comply with our tax liability and/or any other legal requirement, we share the required personal data with the tax authorities and other government agencies, if we are legally obliged to do so. The government can still apply separate rules, these responsibility lies with the other party.

3. Partners

In certain situations, the QMRA must share data with internal partners (such as XY Legal Solutions: for everything else that is not regulated in this statement, the Privacy Statement of XY Legal Solutions applies). This data is shared to ensure the quality of the QMRA quality mark. Only if strictly necessary will the QMRA share your data with these partners. The QMRA will always consider your wishes, rights and privacy and will never share data with partners without compelling reason.

Furthermore, we will not provide the data provided by you to other parties, unless this is legally required and permitted.

7. International data transfers

The QMRA is part of XY Legal Solutions, a Netherlands based company. We may share personal data we collected from you with third party data processors within the European Economic Area (EEA) if this is required for the normal operation of our business.

The EEA is seen as “adequate” by the UK government for the protection of your rights pertaining to privacy. This privacy policy, the UK GDPR, and DPA 2018 will continue to apply to the storage, collection, and use of your personal data.

8. Data security

Personal data are only accessible to the authorized employees of the QMRA. This personal data is protected by a password.

The devices on which your data is stored are locked with a password and/or fingerprint scan and/or facial recognition. This obviously concerns the necessary devices, such as computers, laptops and mobile phones.

For the website or digitally transmitted data, the QMRA uses firewalls, virus scanners and a periodic backup. We do not include data in the backup for which the retention period has expired. System passwords are changed periodically, and emails are cleaned up periodically.

Your visit to the QMRA website is also secured by "https" security. This means that your connection to the QMRA website is private. In addition, we have an SSL certificate and a sitelock. With this we ensure that your personal data remains safe during the website visit.

In summary, we use the following measures to protect your personal data that we have stored digitally:

- Security software, such as a virus scanner and firewall;
- Periodically changing passwords;
- Periodic cleaning of the e-mails;
- We send your data via a secure internet connection. You can see this in the address bar 'https' and the padlock in the address bar.

9. Your rights

Below are the rights that you can exercise with regard to your personal data. We hereby indicate in as much detail as possible how the relevant right can be used.

a. Right of access (Article 15 UK GDPR)

You always have the right to access, update or delete your personal data processed and stored by the QMRA.

b. Right to rectification (Article 16 UK GDPR)

If the data stored by the QMRA turns out to be incorrect, you have the right to have this data rectified. The QMRA will then replace the current incorrect data with the correct data.

c. Right to data portability (Article 20 UK GDPR)

You have the right to receive a copy of your personal data, and/or have your personal data transmitted to a third party. This only applies to the following data:

- Personal information you have consented to us processing or personal information you have provided for the performance of a contract; and
- The data you have provided is processed by automated means (i.e. excluding paper files).

To protect the rights and freedoms of others, such as our partners, we may not be able to provide you with (all) the requested personal information. To learn more about when we have a legitimate reason to deny your request, go to [this website by the ICO](#).

d. Right to erasure (Article 17 UK GDPR)

In certain cases you can request QMRA to have your data erased, pseudonymized, or anonymized. To this end, you have the option with the right to be forgotten. Below you will find a list of situations in which the QMRA must delete your data:

- The personal data is no longer necessary for the purpose which the QMRA has originally collected or processed it for;
- The QMRA is relying on your consent as our lawful basis for holding the data, and you, the individual, withdraw your consent;
- The QMRA relying on legitimate interests as our basis for processing, and you object to the processing of your data, and there is no overriding legitimate interest to continue this processing;
- The QMRA is processing the personal data for direct marketing purposes and you object to that processing;
- The QMRA has processed the personal data unlawfully (i.e. in breach of the lawfulness requirement of the 1st principle);
- The QMRA has to do it to comply with a legal obligation; or
- The QMRA has processed the personal data to offer information society services to a child.

There may be exceptions to the right to be forgotten. For more information, please refer to this [page on the ICO website](#).

e. Right to object (Article 21 UK GDPR)

You have the right to object to the processing of your personal data by the QMRA. This right exists where we are relying on a legitimate interest as the legal basis for our processing and you wish to object to our processing of your data on this ground. You also have the absolute right to object to processing your data for direct marketing purposes.

f. Right to restrict processing (article 18 UK GDPR)

You have the right to restrict or suppress the processing of your personal data. This right is not absolute, you can only make use of this right in the following circumstances:

- You contest the accuracy of your personal data and we are verifying the accuracy of the data;
- Your data has been unlawfully processed (i.e. in breach of the lawfulness requirement of the first principle of the UK GDPR) and you oppose erasure and requests restriction instead;
- We no longer need the personal data but you need us to keep it in order to establish, exercise or defend a legal claim; or
- You have objected to us processing your data under Article 21(1), and we are considering whether our legitimate grounds override your grounds.

g. Right to be informed (Articles 13 and 14 UK GDPR)

You have the right to be informed about the collection and use of your personal data. We strive to be as transparent as possible. We inform you about how we use and collect your personal data in this privacy notice.

h. Rights related to automated decision making (Article 22 UK GDPR)

In the case of automated decision making, you have the right to restrict or object to his. We at the QMRA do not use any form of automated decision making. Should the QMRA ever partake in automated decision making as is defined by Article 22(1) of the UK GDPR, you will have the right to object.

Automated decision making according to the UK GDPR:

“The data subject shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her.”

i. How to exercise your rights

In most cases, an e-mail to info@qmra.eu is enough to make use of the aforementioned rights. If we have doubts about the validity of your identity, we will require some form of proof of identity. For example, a request to provide us with a copy of your proof of identity. This is always done in the manner prescribed by the central government. In most cases, a less drastic method of proof of identity will suffice. Making use of the aforementioned rights is free of charge; barring misuse such as excessive or manifestly unfounded requests.

We would like to point out that the rights described above are not all absolute rights. There may be circumstances that prevent QMRA from complying with a particular request. We will always assess each request on its own merits. If we are unable to comply with a particular request, we naturally will inform you of this with our grounds if refusal.

If you are dissatisfied with the way the QMRA processes or uses your personal data, you may file a complaint at info@qmra.eu. The ICO provides a [template and guidance](#) on how to file a complaint with any organization. If you remain dissatisfied, you can make a complaint to the ICO.

10. Duties

The QMRA processes your personal data, as indicated, on the basis of a legitimate interest. Your personal data will never be sold to a third party.

The data that you are required to provide are the minimum required personal data that are necessary for the provision of services. Should you not provide us with this information, the QMRA cannot (properly) offer the services.

If it is necessary to share your data with parties other than the parties mentioned above, your permission will of course be requested first by amending our Privacy Statement. We always announce changes via the QMRA website.



Quality Mark
Responsible Affiliates

The QMRA reserves the right to disclose information when required by law, or when the QMRA deems it justified to comply with a legal request or process. The QMRA may use your personal data when it comes to property or protecting the QMRA if it deems it to be justified. We try to respect your right to privacy as much as possible.

11. Controller's and Data Protection Officer's contact details.

QMRA has a Data Protection Officer, because of the data QMRA processes and the importance of protecting the processed data. The Data Protection Officer can be reached via info@qmra.eu.

Do you have any questions about our Privacy Statement? Please feel free to contact us at <https://QMRA.eu> or via Info@qmra.eu.