



# Privacy Policy

## 1. General

For Lotus Bakeries, it goes without saying that your personal information is treated confidentially, taking into account all relevant provisions of the applicable privacy legislation, such as but not limited to the General Data Protection Regulation “GDPR”.

In this Privacy Policy (hereinafter referred to as “Policy”) we describe how and why we collect your personal data, what we do with your personal data, with whom we share it, how we protect it, and the choices you can make about your personal data.

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

The legal entity which is responsible for the processing of your personal data and who will act as data controller is:

Lotus Bakeries Corporate nv, Gentstraat 1, 9971 Lembeke (Belgium)

(hereinafter ‘Lotus Bakeries’)

## 3. How and on which legal grounds will we process your personal data?

Lotus Bakeries will process your personal data for the purpose of participating in this competition and being able to contact the winners of this competition.

The following data is collected, stored and processed:

- First and last name
- Email address

Your consent will be requested to process your data. Your personal data will be collected by our website provider iO Digital and the data of the winners of the competition will be shared with Lotus Bakeries to contact the winners of the competition. Your data will be deleted within a month after the competition has ended.

## 4. Protection of your personal data

We have a set of technical and organizational security measures in place to protect your personal data against unlawful or unauthorized access or use, as well as against accidental loss or damage to their integrity. These measures have been designed taking into account our IT infrastructure, the potential impact on your privacy and the costs involved and are in accordance with current industry standards and practice.



Your personal data will only be processed by a third party if that third party agrees to comply with those technical and organizational data security measures.

## 5. Cookies

Please consult our [Cookie Policy](#). We only use strictly necessary cookies on this website.

## 6. Rights

Relating to your personal data you have the following rights:

- You can always request information about your how your personal data **is** collected, stored and processed by Lotus Bakeries. To receive this kind of information you need to prove your identity (for example by sending us a copy of your ID).
- If your personal data stored by Lotus Bakeries is incorrect, you can of course apply for a correction.
- You have the right to request a restriction on the processing of your personal data (for example, while the accuracy of your personal data is being checked).
- You may require us to erase any data concerning you (except in some cases, for example when we have to save your data to prove a transaction or when required by law).
- You may revoke your consent to the storage and processing of your personal data.
- If you do not agree with the way Lotus Bakeries is processing your personal data, you have the right to lodge a complaint with your national data protection authority.

## 7. Who to contact if you have any questions or requests

For any questions, requests or complaints concerning the processing of your data or to exercise your rights, as described in this Policy, you may contact us at: [dpr.corporate@lotusbakeries.com](mailto:dpr.corporate@lotusbakeries.com)

## 8. Changes to our Policy

We keep our Policy under regular review and we will place any updates on this webpage. This Policy was last updated in May 2026.