

Privacy Policy

Privacy is extremely important to CIM, and we take the expectations of visitors to our site seriously. That is why we want to explain in clear language which personal data we collect, how we use it, and what your rights are.

Who are we?

The Centre for Information about Media (CIM) is an organization that provides its members (media, media agencies, and advertisers) with data on media reach and consumption behaviour in Belgium.

- Address: A. Reyerslaan 80, 1030 Brussels
- Phone number: +32 (2) 661 31 50
- Company number: BE0407.594.592

Some information is public: it is available on our website or shared with the press.

Which personal data do we process?

When we process data, it concerns visit data (such as the date and time of your visit) and, once you log in, identification data (such as your email address) when you visit the site.

If you apply for a job at CIM, we process personal data contained in your CV.

What are cookies?

Our site uses "cookies." These are small data or text files installed on your computer or mobile device when you visit a website or use a (mobile) application. Cookies contain unique codes that, for example, allow your browser to recognize you during your visit to a site.

Where do cookies come from?

- **First-party cookies** are directly managed by us. They are specific to the CIM site and are placed by CIM.
- **Third-party cookies** are managed or placed by another party during your visit to the CIM site. These cookies send certain information about your visit to the site to third parties. While we do not manage or place these cookies ourselves, we ensure that their placement by third parties is as controlled as possible.

Which cookies do we use?

The website uses essential and non-essential cookies.

- **Essential cookies** are necessary for the proper functioning of the website and cannot be refused.

- The CIM site uses **has_js**, which registers whether JavaScript is enabled in the visitor's browser. This cookie is active during your visit and expires at the end of the session.
- **Non-essential cookies** are useful for:
 - **Statistical cookies:** help us understand how you use the site. Information is collected and reported anonymously and is only placed with your consent.
 - **Device cookies:** allow recognition of your device (PC, laptop, tablet, smartphone) during future visits.
 - **Social media cookies:** allow you to share content from our site (articles, posts, etc.) with your network on Twitter, LinkedIn, Facebook, or email.
 - **Geolocation cookies:** allow us to determine the region from which you access the CIM site.
 - **Marketing cookies:** allow the content and timing of our communications to be tailored to your browsing behaviour.

Here you can find all non-essential cookies, their purpose, and duration on your device.

How can I see which cookies are installed on my device and how can I delete them?

You can choose in any browser to delete all cookies already stored on your device. Note that you need to adjust these settings for each browser on each device separately.

To see which cookies are on your device or delete them, you can use your browser settings. The links below explain how:

- [Firefox and Firefox \(mobile\)](#)
- [Chrome and Chrome \(mobile\)](#)
- [Safari and Safari \(mobile\)](#)
- [Internet Explorer and Microsoft Edge](#)
- [Opera](#)

With whom can personal data be shared?

- **Suppliers, subcontractors, and other service providers**

We use other companies, intermediaries, subcontractors, or service providers to deliver communication, IT services, and customer support. To the extent necessary for their services or to comply with legal requirements, and under the necessary measures to protect the confidentiality of your personal data, these suppliers may access your personal data or other information.

- **Authorities**

We may share personal data, including the content of your communications:

- (i) to comply with the law, a legal procedure or a legal request;
- (ii) to detect, prevent, or address fraud and technical security issues; or
- (iii) to protect the rights and property of CIM, including enforcing our general terms of use.

- **Social media platforms**

Our website allows you to share articles and content on social media platforms. When you do this, certain data is shared with these platforms. The processing of this data is subject to the privacy policies of the respective platforms.

- **Data transfer**

CIM reserves the right, in the event of reorganization, restructuring, merger, sale, or other transfer of business assets, to transfer data, including personal data, provided the receiving party agrees to process your personal data in accordance with this Privacy Policy.

What are your rights?

Depending on the processing and legal basis, you have several ways to maintain control over your personal data:

- **Right to access your data:** You have the right to receive confirmation from CIM whether your personal data is processed, access the data, and understand how and why it is processed, as well as receive a copy.
- **Right to correct your data:** You can request correction of inaccurate data. For identification or contact details, you can update these in your account.
- **Right to object to processing:** You can object to the processing of your data based on CIM's legitimate interests for reasons related to your specific situation.
- **Right to restrict processing:** In certain circumstances, you can request the restriction of processing.
- **Right to erase your data:** You can request deletion of your personal data.
- **Right to withdraw consent:** If you have given consent for processing, you can withdraw it at any time. Withdrawing consent is as easy as giving it. For example, if you consented to receive communications, you can unsubscribe via the link in any received email or contact privacy@cim.be.

How long do we keep personal data?

Personal data is retained as long as necessary for the purpose for which it was collected. Some data may need to be kept to comply with legal requirements.

Specifically, we retain all types of data mentioned above as long as you are a member or have an account with us. After you cease membership or stop using your account, personal data is retained for 3 more years in case you become active or a member again. During this period, your data may also be used for specific purposes, such as event invitations, unless you previously opted out of such communications.

After 3 years, all personal data is deleted. If you have an account, it is closed and all associated data is removed.

What if this Privacy Policy changes?

We may occasionally update this Privacy Policy, for example, if our services change. When we publish changes, we update the "last updated" date at the top and indicate what has changed. For significant changes in the policy or in how we use your personal data, we will notify you before they take effect.

Contact for data protection

Do you have a question about the personal data processed by CIM?

Do you have a complaint about how CIM processes your personal data?

Do you want to exercise your rights regarding personal data?

Contact us at:

- Email: **privacy@cim.be**
- Mail: CIM Privacy, A. Reyerslaan 80, 1030 Brussels