

Privacy statement Pulse4all Holding B.V.

Protection of personal data

Below you will find the Privacy Statement of Pulse4all Holding B.V. (hereinafter: "Pulse4all"). In this Privacy Statement, we inform you about the purposes for which Pulse4all processes personal data and what your rights are as a data subject. Pulse4all only processes personal data that is necessary for the purposes described in this Privacy Statement. This Privacy Statement applies to Pulse4all Holding B.V. and its affiliated entities: Pulse4all B.V., Pulse4all Finance I B.V., Pulse4all Finance II B.V., Pulse4all FR S.A.S., Pulse4all Sweden AB, Defibswap UK Ltd, Pulse4All BE and Pulse4all DE GmbH (collectively referred to as "Pulse4all"). This includes all entities established in the European Economic Area and the United Kingdom.

The Privacy Statement below applies to the personal data of data subjects who are in any way related to Pulse4all. The terminology used in this Privacy Statement is taken from applicable data protection legislation, including the General Data Protection Regulation (EU) 2016/679 ("EU GDPR"), the UK GDPR and the UK Data Protection Act 2018. Cas Bierkens has been appointed as Privacy Officer within Pulse4all. If you have any questions about your privacy, please contact him at legal@pulse4all.com.

Personal data we process:

Pulse4all only processes your personal data if there is a legitimate purpose for doing so and the processing can be based on a legal basis. The personal data we process about you, the purpose for which we process it and the legal basis for doing so depend on your relationship with Pulse4all.

The overviews below detail which personal data Pulse4all processes in which cases, broken down by category. They also include the legal basis on which the processing is based and the retention periods we apply to the personal data.

Services

Purpose	Performance of services
Explanation of purpose	Services in providing defibrillators to private individuals and small and medium-sized enterprises.
Legal base	Performance of the agreement, consent
Categories of personal data	Name and address details, contact details (e-mail, telephone number), financial details, details about the organisation.
Retention period	For financial data: 7 years after termination of the agreement. For other data: 5 years after termination of the agreement.

Contact form

Purpose	Request a quotation via the website
Explanation of purpose	Pulse4all offers the option of filling in a contact form via the website, after which Pulse4all will contact the (potential) customer.
Legal base	Consent
Categories of personal data	Name, telephone number, email address, other information that can be filled in.
Retention period	Maximum 1 year after withdrawal of consent.

Explanation of base for consent

If consent is required from the data subject for the processing of his/her personal data, this consent is granted for a specific purpose. If you wish to withdraw your consent at a later date, this is possible. You can send an email to our Privacy Officer at legal@pulse4all.com. It is possible that we will no longer be able to provide certain services due to the withdrawal of your consent.

Explanation of job application data storage

When you apply for a job at Pulse4all, we collect and process your personal data solely for the purpose of handling the application procedure. The data we process may include your name, contact details, CV, cover letter, education and work history.

This data is stored in our systems and is only accessible to employees involved in the recruitment process. We do not store this data for longer than necessary. As standard, we store application data for four (4) weeks after completion of the application procedure.

With your consent, we may store the data for up to one (1) year for future vacancies.

Your data will not be shared with third parties, unless this is necessary for the application process or we are legally obliged to do so. If we use external parties to support our recruitment process (such as a recruitment system), we ensure that these parties comply with the applicable privacy legislation and that appropriate processing agreements have been concluded.

Special and/or sensitive personal data that we process:

Our website and/or service does not intend to collect data about website visitors who are younger than 16 years of age. Unless they have permission from their parents or guardian.

However, we cannot verify whether a visitor is over 16 years of age. If you are convinced that we have collected personal data from a minor without consent, please contact us at legal@pulse4all.com so that we can delete this information.

Retention period for personal data

Pulse4all retains your personal data in accordance with the statutory retention periods. Your personal data will not be retained for longer than is necessary to achieve the purposes for which the data was collected. The above overviews indicate the retention periods that apply to the relevant purposes.

Collection of personal data

Pulse4all obtains your personal data in various ways:

- When you wish to use Pulse4all's services and enter into an agreement with it;
- When you contact us by telephone;
- When you contact us via the website (contact form).

As the data subject, you decide whether to provide your personal data to Pulse4all. If you have provided your personal data to Pulse4all in the past but no longer wish to do so, you can contact our Privacy Officer at any time.

Pulse4all cannot offer or provide certain services without being in possession of your personal data.

Telephone calls and call recording

Pulse4all provides customer service and makes outbound calls, in part through an external contact centre that acts as a processor on our behalf. Telephone calls between you and Pulse4all may be recorded.

We record calls only for the following purposes:

- monitoring and improving the quality of our customer service;
- training and coaching the staff who handle your call.

Recordings are not used for any other purpose. We do not use recordings for automated decision-making or profiling.

- **Legal basis:** In most markets we record on the basis of our legitimate interest in maintaining the quality of our service (Article 6(1)(f) EU GDPR, and the corresponding provision of the UK GDPR). If you are in Germany, Austria or Switzerland, we record only with your consent (Article 6(1)(a) EU GDPR). We ask for that consent at the start of the call. If you do not give it, the call continues without being recorded.
- **Notification and objection:** We tell you at the start of every call that the call is being recorded or may be recorded. You can object at any time, before or during the call. If you object, we stop the recording or continue the call

without it, and we register your objection. Objecting has no effect on the service you receive.

- **Who can access a recording:** Recordings are accessible only to a limited number of authorised persons within Pulse4all and within the contact centre acting as our processor, with whom we have concluded a processing agreement. Recordings are not shared with any other party unless we are legally obliged to do so.
- **Retention:** We retain call recordings for three months and delete them after that period.
- **Your rights:** You can ask for access to a recording of a call you took part in, or ask us to delete it, by contacting our Privacy Officer at legal@pulse4all.com. We will respond within four weeks, as set out under "Rights of data subjects".

Sharing personal data with third parties

We do not sell your data to third parties and will only provide it if this is necessary for the execution of our agreement with you or to comply with a legal obligation. We enter into a processing agreement with companies that process your data on our behalf to ensure the same level of security and confidentiality of your data. We remain responsible for these processing operations.

Rights of data subjects

If Pulse4all processes your personal data, you have a number of rights as a data subject that you can invoke. If you wish to invoke any of your rights, please send your request to our Privacy Officer at legal@pulse4all.com.

As a data subject, you have the following rights:

- **Right of access:** As a data subject, you have the right to access the personal data processed by Pulse4all. If you wish to do so, you can submit a request for access.
- **Right to rectification:** You have the right to rectify and supplement incorrect data if necessary. If you wish, we can remove incorrect information and, if necessary, restore it with correct information.
- **Right to object:** In certain situations, you may object to the processing of your personal data.
- **Right to data portability:** You have the right to transfer data or have it transferred. You can request your personal data from Pulse4all. We will ensure that you receive your data in a digital and structured format.
- **Right to be forgotten:** In certain situations, you have the right to be "forgotten". This means that we will delete all (possible) personal data about you.
- **Right to restriction:** In some situations, you have the right to (temporarily) restrict data processing.

Exceptions and explanations of the above rights are included on the website of the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) and the UK Information Commissioner's Office (ICO).

If we receive a request from you via the designated channel, we will contact you within four weeks to verify your identity, assess your request and, where relevant, implement your rights.

For identity verification purposes, we may request additional information to confirm your identity.

Security of your personal data

In order to protect your personal data as effectively as possible, Pulse4all takes appropriate technical and organisational measures.

Pulse4all ensures that your personal data can only be viewed by a limited number of authorised persons and that the data is adequately secured. These security measures prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised modification of your personal data. If you have the impression that your personal data is not properly secured or there are indications of misuse, please contact our Privacy Officer.

Automated decision-making

Pulse4all does not use automated decision-making.

International transfers of personal data

If it is necessary for the performance of our services to transfer personal data outside the European Economic Area (EEA) or the United Kingdom, Pulse4all ensures that appropriate safeguards are implemented in accordance with applicable data protection legislation.

Transfers of personal data between the EEA and the United Kingdom are currently permitted on the basis of adequacy decisions issued by the European Commission and the UK Government.

Where personal data is transferred to countries that do not benefit from an adequacy decision, Pulse4all will ensure that appropriate safeguards are in place, such as:

- Standard Contractual Clauses (SCCs)
- other legally approved transfer mechanisms

Cookies, or similar techniques:

A cookie is a small text file that is stored in the browser of your computer, tablet or smartphone when you first visit this website.

Pulse4all uses the following cookies on its website:

- Functional cookies;

- Analytical cookies;
- Personalisation.

Website reviews

The reviews on our site are provided by customers, collected and checked for authenticity. All reviews collected come from someone who has made a purchase from us. If this is not the case, for example because products or services were provided free of charge or there was a paid collaboration, this is clearly stated in the review.

Changes:

The way in which we process personal data, and the composition or quantity of data we process, may change. We therefore reserve the right to amend this privacy statement. You will be notified of any changes if necessary. This Privacy Statement always states the date of the most recent amendment. Previous versions can be consulted below:

This statement was last revised in March 2025.

Contact details:

If you have any questions about the processing of your personal data or about your privacy, you can contact us using the following contact details:

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