

Privacy Policy - Yhellowbag

Last updated: March 2026

1. Data Controller

Yhellowbag, Mechelen, Flanders, Belgium

Contact: [info@yhellowbag.be | Louis Van der Velden]

2. Personal Data We Collect

- Contact form: name, email, phone, message
- Orders: name, address, payment info
- Newsletter: email (with consent)
- Technical: IP address, browser data (essential cookies only)

3. Purposes and Legal Basis

Purpose	Legal Basis
Process orders & shipping	Contract performance
Answer inquiries	Legitimate interest
Newsletter	Your consent
Site security & fraud prevention	Legitimate interest

4. Data Storage Duration

- Orders: 7 years (legal/tax requirements)
- Contact inquiries: 3 years after last contact
- Newsletter: Until you unsubscribe
- Delete data immediately upon your request

5. Data Sharing

We share data only when necessary:

- Shipping providers (order delivery)
- Payment processors (e.g., Stripe via Hostinger)
- Hosting provider (Hostinger for site operation)

No data sales. All processors have GDPR agreements.

6. Your GDPR Rights

Email [info@yhellowbag.be] to exercise:

- Access your data
- Correct inaccurate data
- Delete ("right to be forgotten")
- Object to processing
- Data portability
- Withdraw consent anytime

7. Cookies

Essential cookies active by default (cart, security).

Analytics/marketing cookies: Only with your consent.

Manage preferences via cookie banner.

8. Security

SSL encryption, access controls, secure hosting.

9. Complaints

Belgian Data Protection Authority (AP)

Website: www.dataprotectionauthority.be

Email: contact@apd-gba.be

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