

Privacy & Data Protection

Due to the General Data Protection Regulation (GDPR) which came into effect per May 25, 2018, every organization needs to have a Privacy Notice. In this notice, we have to explain in concise, transparent and accessible language to the “data subject” (natural person to whom the data belong) which personal data we collect. In addition, we need to explain how we store and protect these data. We also need to clarify how you can inform us about your wishes with respect to your personal data. This document is intended for these purposes.

This Privacy Notice concerns the personal data that is collected and stored by Falcon Group Holding bvba.

Our full company details are:

Falcon Group bvba

Beekstraat 119

9031 Drogen

Belgium

Registration n°: 0689776007; VAT n°: BE0 689 776 007

email: privacy@falcongrou.be

2. Business Model Innovation Alliances[®]

Business Model Innovation Alliance (hereafter: BMIA) is a platform-as-a-service offered to companies to co-innovate new business models through the use of the platform. Our services comprise the certification and storage of documents, the structuring and planning of co-innovation projects, the coordination and facilitation of advisory and decision committees. All rights, obligations and User Rights are described and contractually committed to in the applicable “Business Model Innovation Membership Agreement hosted by xyz” and the associated “xyz Hosting Agreement”.

There are two possible reasons for Falcon Group Holding bvba to hold personal data:

- In order to be able to communicate with our (potential) clients (this being Users as well as Hosts of the platform). For this kind of personal data we use the word “Contact data” in the remainder of this document.
- Because a User periodically uploads and/or downloads data in the BMIA platform. For this type of data usage we use the word “Business Data” in the remainder of this document.

3. Types of data and their purpose

Contact Data

These are data we receive from our (potential) Users, being Hosts, Alliance Members or parties that are otherwise involved in our services.

These data are collected and stored for the following purpose:

Getting in touch

Our website contains a contact page with which people that are interested in our services may provide us with their contact details (name, phone number, email address) together with a request to us to contact them. When desired, they can ask a substantive question as well. We collect and store these data for the purpose of answering our (potential) customers requests. Before submitting their contact details, one is informed about our Privacy Statement and needs to confirm that we can use the data in accordance with this notice.

Business communications

In order to be able to perform and execute our services we need to communicate with parties that are involved in any way with our services. We communicate about agreements, services, progress of activities, special circumstances or other aspects that are related to the execution of our services.

Business data

As part of their membership of a BMIA Membership Agreement, users can periodically upload & certify or download documents (Deposit Business Data) into or from the BMIA platform. The contents of these uploaded, certified and/or downloaded Deposit Business Data is determined by the User. These Deposit Business Data and their content are under the ownership and responsibility of the Users and, for the avoidance of doubt, are not owned nor controlled by Falcon Group Holding bvba. The nature of the data is therefore not in any way or from

the responsibility of the Falcon Group Holding bvba. It is therefore possible, but not always (and for Falcon Group Holding bvba not verifiable) that the Deposit Business Data contains personal data as defined in the GDPR.

Delivery to the Users

The purpose of certifying and storing the Deposit Business Data by the BMIA platform is solely to allow the Users to share and deliver the Deposit Business Data, encrypted and unchanged, to the Members and their designated Users named in the relevant 'Business Model Innovation Membership Agreement hosted by xyz' and/or the associated "xyz Hosting Agreement".

As explained in chapter "Storage and Security", Falcon Group Holding bvba has no ownership to the contents of the Deposit Business Data. The Deposit Business Data is certified with a unique and immutable blockchain identifier proving the existence, integrity and ownership of any and every document uploaded to the platform. The platform provides an Audit Trail whereby every upload and download action executed by any type of Users is logged. Falcon Group Holding bvba stores, through the BMIA platform, the Deposit Business Data on behalf of the Users in a secured and encrypted data bucket. This means that BMIA, as it were, receives and keeps a suitcase with data that has been certified by the User(s) and that BMIA does not access the contents of the suitcase (possibly personal data) in any way.

4. Storage and Security

Contact Data

The contact details we collect are recorded in our contacts administration. To monitor the follow up of agreed activities, we sometimes record these data in our cloud-based project management system.

Where necessary for the execution of our work, we take over data in physical documents (agreements, letters). All our business documents are stored online in iCloud and if the data is printed they are stored in our secured archive space.

Business Data

When Users of the BMIA platform upload data (Deposit Business Data), we use the following method:

- Deposit Business Data is stored in an Amazon Simple Storage Service (S3 bucket) account of Falcon Group Holding bvba, the bucket is called "businessmodelinnovationalliance" and the objects contained within are not public.
- S3 Buckets are the containers for objects. For each bucket, Falcon Group Holding bvba can control access to it (who can create, delete, and list objects in the bucket), view access logs for it and its objects, and choose the geographical region where Amazon S3 will store the bucket and its contents.
- The User Administrator of the BMIA platform defines the User rights per User as per the explicit written request of the authorized Users (Decision Members) of each of the participating parties to a "Business Model Innovation Alliance hosted by xyz".
- Falcon Group Holding bvba has selected Amazon's data center in Frankfurt, Germany for storing all the Deposit Business Data as well as the User Data.
- Amazon S3 provides authentication mechanisms to secure data stored in Amazon S3 against unauthorized access. Only Falcon Group Holding bvba can access data uploaded and/or downloaded from the "businessmodelinnovationalliance" bucket. Access to Falcon Group's Amazon account is secured by login credentials only accessible via a multi-factor authentication process.

5. Rights of the data subject

The rights described below apply solely to the Contact Details as described earlier in this statement.

Regarding the data that may be part of the Deposit Business Data, as also described in chapter "Storage and Security", Falcon Group Holding bvba cannot grant the described rights for the simple reason that Falcon Group Holding bvba itself does not have any ownership nor responsibility over this data.

If a Member terminates his participation in the "Business Model Innovation Alliance hosted by xyz"; or for that matter a specific Project of this aforementioned BMIA, the Deposits Business Data will be removed subject to stipulations of the applicable agreements.

Information and access

If you want to know whether, and if so, which data Falcon group Holding bvba has recorded for you, then you have the right to request it from us. You will then receive an overview of your data.

Rectification

Are the data we keep not correct, or have your data changed? Then you have the right to have this adjusted by us.

Portability

If you need the data we keep from you, or if you switch to another party where you wish us to transfer your data to, we will do it for you.

Erasure

If you do not want Falcon Group Holding bvba to keep your data, you are entitled to have your data deleted by us.

Object

If you'd like Falcon Group Holding bvba no longer to use your data, you can let us know. We will then stop using your data.

If you want to use one of the above rights, you can contact us via email, telephone and mail. Our details are listed in the last chapter of this document: "How can you reach us?".

6. Obligations

Falcon Group Holding bvba uses the aforementioned data on the basis of a legitimate commercial interest. The data is necessary to be able to offer our services and to be able to execute our agreed services.

The information we request is the minimum information required for our work, such as name, email, address, telephone numbers and office addresses. Without this information we cannot inform you about the course of our services.

If the execution of our work entails that we share your data with other parties involved in the same service / agreement, insofar as this has not already been included in the agreement, we will inform you about this.

If we consider it necessary to share your data with other parties that are not directly involved (Supplier/Beneficiary) in the same service / agreement as you, we will always ask your permission in advance.

Falcon Group Holding bvba reserves the right to disclose the information when required by law or when Falcon Group Holding bvba deems it justified to comply with a legal request or to protect the rights, property or safety of Falcon Group Holding bvba. In doing so, we always try to respect your right to privacy as much as possible.

7. How can you reach us?

For all questions or comments regarding the way in which we deal with your data, or with requests for changes to your data, you can contact us via the following channels:

If you submit a request for inspection, rectification, transfer, removal or termination, we will ask you to identify yourself with a copy of a recognized proof of identity.

Our [website: www.bmi-alliances.com](http://www.bmi-alliances.com)

Phone: +32 495 55 71 247

Or via the traditional mail:

Falcon group Holding bvba / Beekstraat 119 / 9031 Drongen / Belgium

8. Finally

Our Privacy Statement can and will be changed as a result of changes in our work, changing insights or legal changes. Therefore we advise to read and review our Privacy Statement every now and then. You can do this by asking us for the most recent version, by downloading the most recent version from our website, or by reading it online.