

Personal Data Protection

Who are we? This data protection notice is published by Mediasatcom as the data controller. You can contact us using the following details: Mediasatcom "Freeimmo.be" Rue de la presse 1000 Brussels VAT: BE 0556724075 RPM Brussels For any questions or comments regarding the processing of your personal data as described in this document, please contact our data protection officer at any time. You can send us an email at info@freeimmo.be.

User Registration 2.1 Collected Personal Data When you register as a user and create your account, we collect the following personal data: Your email address Your password Your name Your phone number Your postal address Your language selection When you use your account, we also collect data about your use of your account and our services through activity logs.

2.2 Purpose of Processing Your Personal Data We process your personal data for the purpose of securely registering you on our website or application and enabling you to use advanced features. We rely on the performance of the contract that you enter into with us when you accept our terms of use during registration.

We also use your personal data to perform statistical analysis, develop new products and services, and improve our website and application. We rely on our legitimate interest in understanding the usage of our services and evolving as a company.

We also use your personal data to send you advertisements and newsletters via email. We rely on your explicit consent for these communications. You can modify your preferences for receiving our commercial emails at any time through your account and withdraw your consent by using the unsubscribe link provided at the bottom of the emails you receive.

2.3 Retention Period of Your Personal Data We will retain your personal data as long as you have an active account and for one year after deleting your account. Activity logs are retained for one year from their creation.

2.4 Sharing of Your Personal Data We share the personal data we collect with the following parties: IT service providers who assist us in providing the website and application. Other companies within AVIV. The call center used by Freeimmo. Saved Searches **3.1 Collected Personal Data** When you save a search as a registered user, we collect the search parameters and your choice to receive emails about corresponding results. You can also save a specific property search.

Posting an Ad 3.1 Collection of Personal Data When you want to post an ad as a registered user, we process the following personal data: Your salutation (Mr. or Mrs.), first name, and last name. Characteristics of the property. Photos of the property. The asking price. The postal address. Your contact details, including your phone number. Payment data. Your VAT number if you require an invoice. The collection and processing of this personal data are the responsibility of Freeimmo. We work with a regulated payment service provider who is responsible for processing your personal data during payments. For more information on how this provider processes your personal data, please refer to its privacy policy.

3.2 Purposes of Processing Your Personal Data We process your personal data for the following purposes: Enable the publication of your ad. Accurately estimate the value of your property through the assistance of our advisors, which requires the processing of your personal data. Provide you with assistance, including contacting you by phone and potentially connecting you with a real estate agent. This data processing is necessary for the performance of our contract with you. Feed our anonymized database used to display an overview of real estate prices in Belgium (see section 1.3 below). This activity is based on our legitimate interest in presenting a price map of Belgium. Feed our anonymized database used for the development of new products and services and to demonstrate the value of our range of services to our

To feed our anonymized database used to display an overview of real estate prices in Belgium (see section 1.3 below). This activity is based on our legitimate interest in presenting a map of prices in Belgium. To feed our anonymized database used for the development of new products and services and to demonstrate the value of our range of services to our customers. These processing activities are also based on our legitimate interest in expanding and promoting our range of products and services to our customers. To manage billing and payments, including refunds in case of incorrect billing. To improve our estimation tool using data related to the listing, as well as displaying the listing in our price list and prospecting maps. This improvement is based on our legitimate interest in improving our products and services. To perform statistical analysis, detect fraud, and develop new products and services using search queries. These activities are based on our legitimate interest in understanding the usage of our website and application, ensuring the security of our services, and evolving our business.

3.3 Data Retention Period We retain personal data related to your listing for as long as you wish to publish it on Freeimmo or as long as you save it in your account. Personal data related to billing is retained for seven (7) years, in accordance with our legal obligations. We also maintain permanent records of personal data used for product improvement, statistical analysis, and the development of new products and services.

3.4 Sharing of Personal Data The personal data we collect from our registered users is shared with the following parties: Experts who assist you in your sales project. IT service providers who help us provide the website and application. Professional and non-professional users of Freeimmo who view the published listing. Payment service providers and mentioned banks. Accountants and auditors. Tax authorities and other competent authorities. Debt collection agencies and legal service providers such as lawyers and bailiffs if you fail to meet your payment obligations. Other companies within AVIV.

Contact an Expert

4.1 Personal Data Collected When you, as a registered user, wish to contact an expert, we process the following personal data: Your title (Mr./Mrs.), your first name, and last name. The complete address of your property. Details concerning your property. Your contact information (including your phone number). Your preference regarding the duration of your sales project. The party responsible for processing this personal data is Freeimmo.

4.2 Purpose of Processing Your Personal Data We process this personal data for the following purposes: To provide you with free advice for your sales project. To accurately estimate the value of your property by assisting you with our advisors. The processing of this personal data is necessary to perform our agreement with you for the use of the estimation tool. To contact you to find a real estate agent based on your needs,

which is necessary to perform our contract with you to connect you with an expert who will advise you in your sales project.

To feed our anonymous database that we use to develop other products and services and to demonstrate the value of our range of services to our customers. We rely on our legitimate interest to continue expanding and promoting our range of products and services. Estimation data will be shared with one or more third parties (including real estate agents) to obtain a more accurate estimate. For more information, please refer to the "Communication with Third Parties via Our Website" section above. Please note that we would not be able to provide you with the "Contact an Expert" functionality if we were not allowed to process this personal data. If you indicate at the end of the request that you wish to receive our marketing communications by email, you expressly authorize Freeimmo to process your name, email address, and email preferences for direct marketing purposes, and you wish to receive these communications. You can withdraw your consent at any time. Please refer to the general notice.

4.3 Data Retention Period The personal data generated by the estimation tool will be retained in an identifiable form for a period of thirty (30) days. Data provided by phone through the "Contact an Expert" tool will be retained for five (5) years. However, if you choose to receive our marketing emails, we will retain your email address and email preferences until you withdraw your consent or modify your preferences.

4.4 Sharing of Personal Data with Third Parties The personal data we collect when you wish to contact an expert is shared with the following parties: IT service providers. Selected third parties to receive a detailed quote and assist you in your sales project. Other companies within AVIV. **Estimating Your Property** **5.1 Personal Data Collected** When you use our estimation tool to estimate the price of your property (<https://estimation.Freeimmo.be/>), we collect the following personal data: Your email address. Your phone number. Your title (Mr./Mrs.), first name, and last name. Your email preferences. The address of your property. Details concerning your property. The party responsible for processing this personal data is Freeimmo.

5.2 Purpose of Processing Your Personal Data We process this personal data for the following purposes: To enable you to accurately estimate the value of your property with the assistance of our advisors. The processing of this personal data is necessary to perform our agreement with you regarding the use of the estimation tool. To contact you to find a real estate agent based on your needs. This is necessary to perform our contract with you, as connecting the agent and the user is an essential part of our services. To feed our anonymous database that we use to display an overview of real estate prices in Belgium (see section 1.3 below). This activity is based on our legitimate interest in presenting a map of prices in Belgium. To feed our database of anonymous data that we use to develop other products and services, as well as to demonstrate the value of our services to our customers. Estimation data will be shared with one or more third parties (including real estate agents) to obtain a more accurate estimate. In this case, please refer to section 4 "Communication with Third Parties via Our Website" above. You understand that we would not be able to offer you the "Contact an Expert" tool if we were not allowed to process this personal data. If you indicate at the end of the request that you wish to receive our marketing communications by email, you expressly authorize Freeimmo to process your name, email address, and email preferences for direct marketing purposes, and you wish to receive these communications. You can withdraw your consent at any time. Please refer to the general notice.

5.3 How Long Do We Retain Your Personal Data? The aforementioned personal data will be retained in identifiable form for thirty (30) days. After that, they are automatically anonymized. However, if you choose to receive our marketing emails, we will retain your email address and email preferences until you withdraw your consent or modify your preferences. However, for data provided by phone, we will retain your data for five (5) years.

5.4 Parties with Whom We Share This Personal Data The personal data we collect when you use the estimation tool is shared with the following parties: • IT service providers; • Third parties you have selected to receive a more refined quote; • Other companies within AVIV.

Communication with Third Parties via Our Website The data generated by the estimation tool may be shared with third parties, such as real estate agents, to obtain a more accurate estimate. For more details, please refer to section 4 "Communication with Third Parties via Our Website." Please note that without your consent for the processing of this personal data, we would not be able to offer you the "Contact an Expert" service.

If you choose to receive our marketing communications by email, you expressly authorize us to process your name, email address, and email preferences for direct marketing purposes. You can withdraw your consent at any time. For more information, please refer to our general policy.

Data Retention Period The aforementioned personal data will be retained in identifiable form for a period of thirty (30) days. After that, they will be automatically anonymized. However, if you choose to receive our marketing emails, we will retain your email address and email preferences until you withdraw your consent or modify your preferences. Data provided by phone will be retained for five (5) years.

Sharing of Personal Data with Third Parties The personal data we collect when using the estimation tool may be shared with the following parties: • IT service providers. • Third parties you have selected to receive a detailed estimate. • Other companies within AVIV.

Contact Us via the Call Center at +32 2 899 89 50 When you use our "Contact Us" service via the call center at +32 2 899 89 50 to get assistance in selling your property, we collect the following data: • Your title (Mr./Mrs.), first name, and last name. • Your email address. • Your phone number. • Your email preferences. • The address of your property. • Details concerning your property. The party responsible for processing this personal data is Freeimmo.

We hope this information clarifies how we use your personal data. If you have any further questions, please don't hesitate to contact us.

IT service providers; Mortgage loan providers; Other companies within AVIV.

7.2 The Purpose of Processing Your Personal Data We process your personal data to allow you to subsequently simulate a loan using the personal information in your financial profile. This processing is necessary to perform our contract with you as a registered user who chooses to use the financial profile storage feature. We also process your personal data in the following cases: • For statistical surveys; • To improve our existing products and services, as well as to develop new products; • To connect you with the mortgage loan provider. For this purpose, we process your personal data as it is necessary to perform our contract with you. In these cases, we rely on our legitimate interest to improve our existing services and develop new services.

7.3 Data Retention Period We will retain the personal data from your financial profile as long as you have an account and for one (1) year after the deletion of your account, unless you choose to delete them yourself before this deadline.

7.4 Entities with Whom We Share Your Personal Data The personal data we collect for the loan simulation is shared with the following entities: • IT service providers; • Mortgage loan providers; • Other companies within AVIV.