



**GREEN BAY PACKAGING**  
SMART PARTNERS... SMARTER SOLUTIONS

## **GREEN BAY PACKAGING PRIVACY POLICY**

### **Data Privacy is Important to Us**

Please be assured that your privacy is of utmost importance to us. We comply with all applicable data privacy laws, including as and to the extent applicable, the European Union General Data Protection Regulation regarding personal data collected and processed concerning residents of the European Union and European Economic Area.

### **What Information We Collect and Process**

We collect and process business contact information and financial information from our business customers and vendors.

### **How and Why We Process Personal Information**

We process personal information for the following purposes:

- Providing products and services to our business customers. We collect and process the business contact information of the individuals working for our business customers so that we can enter into and perform contracts with our business customers to provide our products and services.
- Working with our vendors. We collect and process the business contact information of the individuals working for our vendors so that we can enter into and perform contracts with our vendors.

## **How We Protect Your Information**

We take the security of personal data seriously. The Company has internal policies and technical measures in place to protect personal data against loss, accidental destruction, misuse or disclosure. Such internal policies and technical measures include:

- The use of pseudonymization and encryption of personal data where appropriate;
- Procedures and controls to ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services;
- Procedures and controls to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident;
- Procedures for regularly testing, assessing and evaluating the effectiveness of technical and organizational measures for ensuring the security of the processing; and
- Procedures to ensure that data is not accessed, except by employees in the proper performance of their duties.

## **How Long Do We Retain Personal Information**

We retain personal information only for the period of time necessary to meet the purposes for which it was collected, to fulfil the legitimate business interests of the Company, and to comply with any data retention laws or legal requirements. Generally, we retain personal information for the duration of our customer relationships.

## **To Whom Do We Disclose Personal Information**

We disclose personal information to company personnel in our various locations who have a need to know the information to provide our products and services to you. We also disclose personal information to suppliers who have a need to know the information to assist us to provide our products and services to you.

## **Interaction with Children**

We do not collect personal data of and our websites do not target or provide content to children under the age of 16.

## **Cookies**

Cookies are small files that web servers place on a user's hard drive. We use functional cookies to permit you to use our website. We do not use "persistent cookies" or any other persistent tracking methods to collect personal information about visitors to its websites.

### **Privacy Rights of California Residents**

Pursuant to Californian Civil Code Section 1798.83, California residents have the right to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to us at: [legal@gbp.com](mailto:legal@gbp.com).

### **Data Subject Rights of EU Residents**

EU residents have the following rights regarding their personal data:

- Right of Access: You have the right to obtain confirmation from the Company as to whether or not personal data concerning you is being processed and how, what when, why and for how long your personal data is processed and to whom it is disclosed.
- Right to Rectification: You have the right to request the Company to correct inaccurate personal data and to complete incomplete personal data.
- Right to Erasure (Right to be Forgotten): You have the right to request the Company to erase personal data concerning you where your personal data is no longer needed for the purposes for which it was collected or processed or has otherwise been improperly processed.
- Right to Object: You have the right to object to the processing of your personal data if the processing is based upon the Company's legitimate interest or for the performance of a task carried out in the public interest, including any profiling based on such processing, or if the processing is for direct marketing.
- Right to Restrict Processing: You have the right to request the Company to restrict the processing of your personal data while your data subject rights requests are being investigated and answered.
- Right to Portability: You have the right to receive personal data that you have provided to the Company and transmit such personal data to another entity where the processing of such personal data is based on consent and is processed by

automated means. Additionally, you have the right to require the Company to transmit such personal data directly to another entity, where technically feasible.

- Right not to be Subject to Automated Decision-Making, Including Profiling: You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or significantly affects you.

EU residents also have the right to lodge a complaint with the local or national data protection authority in the jurisdiction where they reside. A listing of the EU Data Protection Authorities (“DPAs”) is located at: [http://ec.europa.eu/justice/data-protection/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/data-protection/article-29/structure/data-protection-authorities/index_en.htm) .

To make a subject access request, you should send the request to us at: [legal@gbp.com](mailto:legal@gbp.com).

### **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we handle personal information, we will provide notice of the changes on the website home page.

### **Questions and Concerns**

Any questions or concerns regarding how we collect and process personal information should be directed to: [legal@gbp.com](mailto:legal@gbp.com).