



SHOP + SHIP

VAT-FREE SHOPPING AND SHIPPING

Privacy Statement Shop Plus Ship B.V.

Last updated: 01-01-2026

1. Who are we?

This privacy statement applies to the processing of personal data by:

Shop Plus Ship B.V.

Address: Vareseweg 123

Postal code and city: 3047AT Rotterdam

Chamber of Commerce number: 91033330

E-mail address: Info@mybw.nl

Phone number: +31 (0)10-2613773

Shop Plus Ship B.V. (“SPS”, “we” or “us”) acts as commission agent/intermediary for customers who want to have products purchased online in the Netherlands from one or more suppliers/webshops and shipped via us to their destination, including any additional logistics services.

SPS is the controller for the processing of your personal data within the meaning of the General Data Protection Regulation (“GDPR”).

2. To whom does this privacy statement apply?

This privacy statement applies to:

- customers (consumers and business customers) who use our services;
- visitors and users of our website and online portal;
- contacts at suppliers and other business relations;
- persons who contact us with a question, complaint or request.

3. What personal data do we process?

We process, among other things, the following categories of personal data:

- Identification and contact details
- First and last name
- Address details (billing and delivery address)
- E-mail address
- (Mobile) phone number
- Account details (portal / customer environment)

- Username
- Password (stored encrypted)
- Account settings, preference settings
- Order and logistics details
- Details about your orders (products, quantities, suppliers/webshops)
- Shipment and track & trace details
- Import and export and customs documentation for the shipment
- Correspondence about the order or delivery
- Financial and invoicing details
- Invoice details (incl. name and address)
- Payment status and payment method (we normally do not receive full payment card details, but may receive limited transaction information from the payment provider)
- Website and usage details
- IP address
- Date and time of visit
- Browser information and device type
- Click and browsing behavior within the website/portal
- Cookies and similar technologies (see also chapter on cookies, if you wish to elaborate that separately)
- Communication details
- Content of e-mails, messages via contact form or chat
- Notes about telephone contact (for example questions, complaints or remarks)

In principle, we do not process special categories of personal data (such as health data, religion, etc.). If in an exceptional case such data would nevertheless be processed, we do so only if the law permits and it is strictly necessary for the relevant purpose.

4. For what purposes and on what legal bases do we process data?

We process your personal data only if there is a valid legal basis for doing so under Article 6 GDPR. Per purpose we state the corresponding legal basis:

4.1 Performance of the agreement

To be able to provide our services, we need certain data. For example to:

- create and manage your registration and account;
- place orders for you with suppliers/webshops;
- organize logistics handling, transport, export and import;
- prepare customs and other required documents;
- create invoices and process payments;
- inform you about the status of your order or shipment;
- provide service in case of questions about performance of the services.

Legal basis:

- Performance of the agreement (Art. 6(1)(b) GDPR);
- If necessary: taking pre-contractual measures at your request.

4.2 Legal obligations

In some cases we must process data to comply with legal obligations, for example:

- tax and accounting retention obligations;
- customs legislation and other regulations around import and export;
- any obligations from supervisory authorities or investigative authorities.

This may include, among other things, that we provide data to the Tax Authorities, customs, supervisory authorities, investigative authorities or other competent government agencies.

Legal basis:

- Compliance with a legal obligation (Art. 6(1)(c) GDPR).

4.3 Customer service and relationship management

We use your data to:

- handle questions, remarks and complaints;
- communicate with you about changes in our services or terms;
- maintain our relationship with you as a customer or business partner.

Legal basis:

- Performance of the agreement (Art. 6(1)(b) GDPR);
- Legitimate interest (Art. 6(1)(f) GDPR), namely the interest in providing a good customer relationship and high-quality service.

4.4 Marketing and newsletters

We may use your e-mail address to inform you about:

- news regarding our services;
- promotions, offers and updates in our services.

We do this only:

- if you are a customer with us and it concerns our own similar services, or
- if you have explicitly given consent to receive such messages.

You can unsubscribe at any time via the unsubscribe link in the e-mail or by contacting us.

Legal basis:

- Legitimate interest (Art. 6(1)(f) GDPR) for existing customers;
- Consent (Art. 6(1)(a) GDPR) in other cases.

4.5 Security, abuse prevention and business operations

We also process (technical) data in order to:

- monitor the security and stability of our systems and website;
- prevent abuse, fraud and unauthorized access to accounts;
- improve our services and internal processes.

Legal basis:

- Legitimate interest (Art. 6(1)(f) GDPR), namely the interest in keeping our systems safe and reliable and optimizing our services.

5. Retention periods

We do not retain personal data longer than necessary for the purposes for which it was collected, unless a longer retention period is legally required. In general, we apply the following guidelines:

- Customer and order data: up to a maximum of [e.g. 7] years after the end of the fiscal year in which the relevant transaction took place, in connection with tax retention obligations.
- Account data: as long as you have an active account. After closing your account, we anonymize or delete the data, insofar as it is no longer needed for legal obligations.
- Correspondence (complaints, questions): up to a maximum of [e.g. 2] years after handling, unless a longer period is needed in connection with (possible) disputes.
- Marketing data (newsletter): until the moment you unsubscribe or withdraw your consent.

Where possible, we anonymize data so that it can no longer be traced back to you.

6. Sharing personal data with third parties

We do not sell your personal data to third parties. We share personal data only with third parties if this is necessary for the purposes mentioned above or if we are legally obliged to do so.

It may concern:

- Logistics service providers and carriers
- For transport, storage and delivery of your shipment.
- Suppliers / webshops
- Insofar as necessary for placing, changing or handling delivery of your order.
- IT service providers and hosting party
- For management of our systems, website and customer portal.
- Payment service providers and financial parties
- For processing payments and refunds.
- Advisors and service providers
- Such as accountants, legal advisors or other professionals, if necessary.
- Government agencies and supervisors

- If we are legally obliged to do so, we may provide personal data to competent government agencies, such as the Tax Authorities, customs, police, justice and other supervisory or investigative authorities.

With parties that act as processors for us, we enter into a data processing agreement in which, among other things, it is stipulated that they process personal data only on our instructions, take sufficient security measures and do not use the data for their own purposes.

If personal data is transferred to countries outside the European Economic Area (EEA), we ensure appropriate safeguards, for example by using standard contractual clauses approved by the European Commission or because there is an adequacy decision.

7. Security of personal data

We take appropriate technical and organizational measures to protect your personal data against loss or against any form of unlawful processing. This includes, among other things:

- secured connections (e.g. TLS/SSL) for the website and portal;
- encrypted storage of passwords;
- authorization and access management within our systems;
- periodic backups;
- only employees who need the data for their job are granted access.

Although we make all reasonable efforts to prevent misuse, loss, unauthorized access and other unwanted actions, we cannot guarantee absolute security. If you believe that your data is nevertheless not properly secured or there are indications of misuse, please contact us immediately.

8. Your rights

Under the GDPR you have various rights with respect to your personal data:

- Right of access – you have the right to know which personal data we process about you.
- Right to rectification – you have the right to have incorrect or incomplete data corrected.
- Right to erasure – in certain cases you can ask to have your personal data deleted (“right to be forgotten”).
- Right to restriction of processing – in certain cases you can ask to restrict the processing of your data (temporarily).
- Right to portability (data portability) – you have the right to receive data that you have provided to us, in a structured, commonly used and machine-readable form and to transfer it to another party.
- Right to object – you can object to the processing of your data based on our legitimate interests or to the use of your data for direct marketing.
- Right to withdraw consent – insofar as we process data based on your consent, you may withdraw that consent at any time. This has no retroactive effect.

How can you submit a request?

You can submit a request to exercise the above rights via:

E-mail: info@mybw.nl

Mail: Shop Plus Ship B.V., attn. Privacy, Vareseweg 123, 3047AT Rotterdam, The Netherlands

To ensure that the request was made by you, we may ask you for additional information (for example an identity check in a secure manner). We will respond as soon as possible, but no later than within one month after receipt of your request. In case of complex or multiple requests, this period may be extended by up to two months; in that case we will inform you.

9. Complaints

If you have a complaint about the way we handle your personal data, we request that you first contact us via the contact details stated in this statement. We will then try to resolve it together.

If you cannot resolve it with us, you have the right to submit a complaint to the national supervisory authority:

Dutch Data Protection Authority (Autoriteit Persoonsgegevens)

See the website of the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) for current contact details and the manner of submitting a complaint.

10. Changes to this privacy statement

We may amend this privacy statement from time to time, for example in connection with changes in the law or changes in our services. The most recent version can always be found on our website. In case of substantial changes, we will, where possible, actively inform you, for example via e-mail or via a notification in our portal.

11. Contact

For questions about this privacy statement or about the processing of your personal data, you can contact us via:

Shop Plus Ship B.V.

attn. Privacy

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Postal code and city: 3047AT Rotterdam

E-mail: info@mybw.nl

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