

## **Privacy statement Floral Trade Group**

This is the privacy statement of the private company with ordinary structure Floral Trade Group B.V., hereinafter referred to as: "Floral Trade Group" of "FTG". Floral Trade Group is registered with the Chamber of Commerce under number 56812639 and has its registered office at Laan van Verhof 40 (2231 BZ) in Rijnsburg. This document explains how Floral Trade Group handles the processing of your personal data. When processing your personal data, Floral Trade Group exercises the greatest possible care.

### **Acquisition of personal data**

If you use the services of Floral Trade Group, you provide Floral Trade Group with a number of personal data yourself or personal data are obtained from you in the context of the agreement. Personal data is understood to mean: all data relating to an identified or identifiable natural person.

### **Categories of personal data**

Floral Trade Group processes the following categories of personal data:

- Contact-, name- and address data, including location data, telephone number, e-mail address;
- Company information, including VAT number and KvK number;
- Different delivery address;
- Financial data;
- Other personal data provided by you.

### **Purpose of processing**

The personal data that are processed by Floral Trade Group, have the following purpose:

- Contact you to inform you about the services purchased by you and the execution thereof;
- Carry out its services;
- Improve its services;
- Be able to make payments;
- Comply with legal obligations;
- To be able to make marketing and communication statements, including improving the website by analysing visitor behaviour on the website;
- Send newsletters;
- To exchange data with third parties for the purpose of providing the services, insofar as this is necessary.

### **Basis of processing**

Personal data can only be processed on the basis of the following grounds: (i) legal obligation, (ii) execution of an agreement, (iii) obtained (explicit) permission from the parties involved and (iv)

legitimate interest. When providing the services of Floral Trade Group, personal data are processed. Floral Trade Group only processes data that Floral Trade Group considers necessary for (improving) the services and handles the (personal) data that it has collected about you and your use of the services with care. The basis for processing that data is the agreement that you have entered into with Floral Trade Group. Personal data about you can also be processed by visiting the website [info@floraltradegroup.com](mailto:info@floraltradegroup.com) if you have given permission for this.

### **Necessity of processing**

The processing of your personal data is necessary to be able to carry out the service provision. The services offered by Floral Trade Group cannot be fully executed without the processing of your personal data. If your explicit permission is required for specific purposes relating to the personal data, you must give your separate permission for this.

### **Automated decision-making**

There is no question of automated decision-making.

### **Storage period**

The personal data processed by Floral Trade Group is kept in accordance with the relevant legislation and regulations. If a longer retention period is necessary on the basis of legislation or regulations, the personal data will be kept longer in accordance with these requirements. All personal data (obtained) will not be kept longer than strictly necessary.

### **Processing by third parties**

Floral Trade Group only shares personal data with third parties if this is strictly necessary for the execution of an agreement and to comply with relevant legislation and regulations. No personal data is sold. Floral Trade Group may have a legal obligation to share personal data with third parties. If personal data are shared with third parties, processing agreements are made. The third parties with whom personal data is shared are:

- The delivery service(s) called in, for the execution of the agreement. The categories of personal data that are processed are contact, name and address details;
- The Payment Provider, for the purpose of executing an agreement. The categories of personal details that are processed are financial details;
- The Bookkeeper, for the purpose of executing an agreement. The categories of personal data that are processed are contact, name, address and financial data.
- Software suppliers, for the purpose of executing an agreement. The categories of personal data that are processed are contact, name and address details.
- Third parties, for the purpose of executing an agreement. The categories of personal data that are processed are the contact, name and address details.

## **Protection of personal data**

Floral Trade Group takes the protection of your personal data seriously and, taking into account the state of the art, implementation costs, as well as the nature, size, context and the processing purposes and the different risks for the rights and freedoms of persons, takes appropriate technical and organizational measures to ensure a risk adjusted security level.

## **Disclaimer**

By using the website, you agree to the disclaimer. Floral Trade Group reserves the right at all times to change the content of its website and/or this disclaimer without informing its customers and/or users of the website of this change. The content of the website has been compiled with the greatest possible care, but may nevertheless contain inaccuracies or be incomplete. Floral Trade Group accepts no liability whatsoever for damage caused by or arising from the use of the website. The use of this website is entirely at the expense and risk of the user of the website. No rights can be derived from the content of the website. All texts on the website are protected by copyright and are the property of Floral Trade Group, insofar as they do not belong to third parties.

## **Cookie statement**

Floral Trade Group uses technical and functional cookies to optimize the website. Cookies are small tekst files that are sent with the visit to a website in order to make the visitors experience more efficient. Floral Trade Group is allowed by law to store cookies on your device if these cookies are strictly necessary to use the website. For other types of cookies, your permission is required. Floral Trade Group advises you to accept the cookies in connection with the user friendliness of the website. Visitors of the website have a check-in option.

The cookies that Floral Trade Group uses are functional cookies. These cookies ensure that the website works properly. These cookies do not affect your privacy, so that permission does not have to be asked and granted. With these cookies, your browser settings are saved, for example, so that our website can be viewed best, or so that the website remains accessible (load-balancing), but also cookies that ensure that no other cookies may be placed (no-follow).

With your permission, Floral Trade Group places "tracking cookies" on your computer. These cookies are used by Floral Trade Group to keep track of which pages you visit, in order to build up a profile of your online behaviour. This profile is not linked to your name, address, e-mail address, etc., but only to tailor advertisements to your profile so that they are as relevant to you as possible.

On the website of Floral Trade Group, cookies of Google are also placed for Google Analytics. This means that Floral Trade Group cannot link information to a natural person. Floral Trade Group does not keep information of what you do on the internet. Google Analytics may be obliged under applicable laws and regulations to provide access to this data. If you have questions about this, you can contact us via [info@floraltradegroup.com](mailto:info@floraltradegroup.com).

## **Use of social media**

Floral Trade Group uses cookies of third parties to optimize the website. Some cookies are placed by services of third parties that are displayed on the website. By third parties is meant Google Analytics

and social media (LinkedIn, Facebook, Twitter). The use of cookies from other companies (third parties) is subject to the privacy and cookie policy of the company concerned. When you click the social media button on the website, a social media cookie is placed. This allows the social media party to recognise your IP address when you share an article on the website. For the cookies of social media parties and the data and/or personal data that they collect, Floral Trade Group refers you to the privacy and cookie declarations of these parties.

### **E-mail newsletter and other marketing e-mails**

You can register via the website for a newsletter and/or other commercial offers. When you register, Floral Trade Group asks you for permission to process your e-mail address for the purpose of sending your marketing e-mails containing the latest information on products and services, special offers and marketing campaigns. You will only receive marketing emails when you have given your consent.

Your consent also includes your agreement that Floral Trade Group may personalise the content of marketing e-mails in accordance with your needs and interests based on any user profile created for you.

Your consent to the sending of marketing emails may be withdrawn by you at any time by clicking on "Unsubscribe" at the end of marketing e-mail. The withdrawal of consent does not affect the lawfulness of the processing carried out prior to the withdrawal of consent.

### **Browser settings**

If you do not want websites to place cookies on the device you are using to view the website, you can adjust your browser settings. Before a cookie is placed, you will receive a warning and will have to give your permission for the cookie to be placed. Failure to do so may result, for example, in the website working less well. You can adjust the settings of your browser so that your browser refuses all cookies and also the cookies of third parties. You can also delete cookies that have been placed. To do this, you must adjust the settings of your browser via preferences, and then you can adjust the privacy settings.

This privacy statement does not apply to websites of third parties that are connected to this website via links. Floral Trade Group cannot guarantee that these third parties will handle your personal data in a reliable or safe manner. Floral Trade Group recommends that you read the privacy statement of these websites before using them.

### **Right of data subjects**

As a data subject, you have the following rights:

- Right of inspection;

As a data subject, you have the right to be told whether or not your personal data are being processed and, if so, to have access to them.

- Right to rectification;

You have the right to obtain rectification and completion of incorrect data.

- Right to erasure;

Without unreasonable delay, a data subject shall obtain the erasure of personal data concerning them.

- Right to data portability;

A data subject has the right to receive the personal data relating to him or her that he or she provided to Floral Trade Group in a structured, accessible and machine-readable form, with a view to possibly transferring the personal data to a third party. A data subject may also instruct Floral Trade Group to transfer this data directly to a third party.

- Right to object;

The data subject has the right to object at any time, on grounds relating to his/her specific situation, to processing of personal data concerning him/her, including profiling based on these provisions. Floral Trade Group will cease processing the personal data unless there are compelling legitimate grounds for doing so which override the interests, freedoms and rights of the person concerned which relate to the exercise of institution or substantiation of legal claims.

## **Complaint**

If you have a complaint about the way in which Floral Trade Group handles your personal data, or if you wish to exercise one of the above-mentioned rights, you can contact us via the website or by e-mail at [info@floraltradegroup.com](mailto:info@floraltradegroup.com). To be sure that you wish to exercise a right, Floral Trade Group requests that you enclose a copy of your proof of identity. In doing so, you can make your passport photo and MRZ (strip of numbers at the bottom) black for the protection of your privacy. Floral Trade Group will respond to your request as soon as possible, but no later than 4 weeks. You can also file a complaint with the Authority for the Protection of Personal Data. This is the competent government agency. You can contact this via this link: <https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>.

## **Amending privacy statement**

Floral Trade Group can change the privacy statement at any time. The most recent version is published on the website. Therefore, always keep an eye on the website for the most recent version. If the new privacy statement has consequences for the way in which Floral Trade Group already processes data on you, then Floral Trade Group will inform you by e-mail.

This version was last determined on November 2021.