



# Privacy statement Royal De Ree Holland

Royal De Ree Holland B.V., the Netherlands is leading bulb exporter since 1919. It is very important to Royal De Ree Holland that your personal details are protected. We ensure that your personal details are handled in a confidential manner, in accordance with the applicable laws and regulations including the Algemene Verordening Gegevensbescherming [General Data Protection Regulation] or AVG.

This privacy statement applies to the use of our website and the accompanying services provided by Royal De Ree Holland. This privacy statement describes which personal details we collect, what this data is used for and under which conditions this data may be shared with which third parties. We also explain how we store your data and protect it from abuse as well as which rights you have with regard to data processing.

Should you have any questions concerning our privacy statement please contact us using the details provided at the end of this privacy statement.

## Legal Basis

Royal De Ree Holland processes personal details on the basis of one or more of the following legal bases:

- permission from the party involved;
- the processing is essential to safeguarding the justified interests of Royal De Ree Holland;
- the processing is essential for the performance of a contract with the party involved;
- the processing is essential to meet Royal De Ree Holland' statutory obligations.

If processing is based on your permission, then you are entitled to withdraw this at any time (though not retroactively). To do so, contact us using the details provided at the end of this privacy statement.

## Personal Details

The AVG defines a personal detail as all information on the basis of which a person can easily be identified. My Dutch Flowers processes the following personal details for the purposes listed in this privacy statement:

- Name and address details;
- E-mail address;
- Telephone number.

## Purposes

My Dutch Flowers collects and processes the abovementioned personal details for predetermined, clearly defined purposes because this is necessary to:

- Sending catalogs en/or quotations;
- answer questions about our products and services;
- comply with a court order;
- conduct targeted marketing.

## Provision of Data to Third Parties

Royal De Ree Holland will only – if necessary – use third parties to perform its services and activities. If these third parties thereby gain access to your personal details we always implement suitable measures to ensure your details are sufficiently secured and are used solely for the intended purposes. These third parties are all sworn to confidentiality on the basis of agreements concluded with Royal De Ree Holland or by means of an oath or statutory obligation.

We use the following third parties with whom we possibly share your personal details to perform our services and activities:

### • MailChimp

We correspond with you using MailChimp. The latter will not use your name and email address for its own purposes. At the bottom of every email automatically sent to you through our website there is an 'unsubscribe' link. Click the link if you no longer wish to receive our newsletter. MailChimp stores your personal details in a secure manner. MailChimp uses cookies and other internet technologies to provide insight into whether or not an email has been opened and read. MailChimp retains the right to use your details to further improve their service and may share information with third parties in this framework.

## Retention periods

Royal De Ree Holland stores personal details no longer than strictly necessary i.e. we store the details as long as this is necessary for the abovementioned purposes. Furthermore, there may be a justified interest in storing your details for longer or we may have to comply with statutory (retention) obligations.



## Confidential handling of personal details

Royal De Ree Holland has implemented suitable technical and organisational measures to protect the personal details you have provided from wrongful use.

These measures include:

- Secure network connections (SSL)
- Compulsory confidentiality for staff and third parties enforced through the signing of a non-disclosure agreement
- Back-ups
- Stringent password policy.

Despite Royal De Ree Holland' far reaching efforts it cannot provide an absolute guarantee for the measures that are intended to protect your personal details. If you get the impression that your details are not properly secured or there are indications that privacy may have been compromised, please contact us using the details provided at the end of this document.

## Third Party Websites

This privacy statement does not apply to third party websites connected to this website by links. Royal De Ree Holland cannot guarantee that these third parties process your personal details in a reliable or safe manner. Royal De Ree Holland therefore recommends reading these websites' privacy and cookie statements before using them.

## Your Rights

On the basis of the applicable Dutch and European legislation you – a stakeholder – have certain rights with regard to personal details processed by or on our behalf. Below we explain which rights this concerns and how you can avail yourself of them. In principle we only send transcripts and copies of your personal details to you at the email address we already have on record for you. In the event you wish to receive the data at another email address or, for instance, by post, you will be asked to provide valid identification. We retain files on completed requests. In the event of a right-to-be-forgotten request we administer the anonymised data. All transcripts and copies of data are provided in a machine readable format as used on our systems.

### • Right of inspection

You have the right to inspect the data we (have) processed pertaining to your person or which could lead back to you. You can make a request to us to this end. You will then receive a response to your request inside 30 days. If your request is approved, we will send you a (copy of an) overview of all the data as well as of the processors of this data, stating the category we have stored this data in, to the email address we have on record for you.

### • Right to rectification

You have the right to have the data we (have) processed and that pertains to or could lead back to your person modified. You can make a request to us to this end. You will then receive a response to your request inside 30 days. If your request is approved, we will send a confirmation that the data has been modified to the email address we have on record for you.

### • Right to limitation of processing

You have the right to limit the data we (have) processed that pertains to you or could lead back to you. You can make a request to us to this end. You will then receive a response to your request inside 30 days. If your request is approved, we will send you a confirmation that the data will no longer be processed to the email address we have on record for you, until you lift this limitation.

### • Right to transferability

You have the right to have the data we (have) processed pertaining to or which could lead back to your person carried out by another party. You can make a request to us to this end. You will then receive a response to your request inside 30 days. If your request is approved, we will send you transcripts or copies of all the data we have processed or had processed by other processors or third parties at our request to the email address we have on record for you. In all probability we will no longer be able to continue our services to you because the safe linking of data files can then no longer be guaranteed.

### • Right to object and other rights

You have the right to object to the processing of your personal details by Royal De Ree Holland should this occur. If you object, we will stop processing these details awaiting the handling of your objection. If your objection is justified, we will make transcripts and/or copies of the details we (have) processed available to you, then permanently stop doing so. Moreover, you have the right to not be subjected to automated, individualised decision making or profiling. We do not process your data in such a way that this right applies. If you are of the opinion that this is nevertheless the case, please contact us.

## Complaints

If you have a complaint about the processing of your personal details we will discuss this with you. You also have the right to submit a complaint about the incorrect processing of your personal details to the Autoriteit Persoonsgegevens [Dutch Data Protection Authority] on the basis of privacy legislation. For further information please contact the Autoriteit Persoonsgegevens.



**Royal De Ree Holland**

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# Privacy statement

August 10, 2020

## Modification of the privacy statement

We retain the right to modify our privacy statement. However, this page will always display the most recent version. If any new privacy statement has consequences for the way in which we process data pertaining to you, we will inform you as such by email.

## Contact details

If you have any questions or requests occasioned by this privacy statement or concerning your personal details, you can contact us at any time using the details provided below.

### **Royal De Ree Holland**

Lisserbroekerweg 60

2165 BG Lisserbroek

The Netherlands

E-mail: [mail@deree-holland.nl](mailto:mail@deree-holland.nl)