

Privacy Policy website

We, Pop Vriend Seeds B.V. (hereafter also referred to as “PVS”, “we” or “us”) appreciate your interest in our company and thank you for visiting our website. PVS takes the protection of your personal data very seriously. We handle your personal data confidentially and in accordance with legal regulations on data protection and with the Privacy Policy on this website. In the following, you will find information concerning which data we store and when, as well as how, we use this data.

1. Data processing controller

The controller of the data processing according to Art. 4 No. 7 GDPR is Pop Vriend Seeds B.V., Middenweg 52, 1619 BN Andijk, The Netherlands. PVS makes the information required according to Art. 13 and 14 GDPR available to the persons concerned.

2. Contact details of the Data Protection Officer

You may contact our designated Data Protection Officer as follows:

Pop Vriend Seeds B.V.
Data Protection Officer
Middenweg 52
1619 BN Andijk, The Netherlands
Telephone: +31 (0)228 591462
E-mail: privacy@popvriendseeds.nl

3. Purposes and legal basis of processing

a) Informative visit of our website

In cases of purely informational use of the website, in other words if you do not register or otherwise submit information to us, we only collect the personal data that your browser sends to our server.

If you wish to look at our website, we process the following data, which are technically necessary for us to show you our website and ensure its stability and security

- IP address
- Date and time of the request
- Time zone difference from Greenwich Mean Time (GMT)
- Content of the request (specific site)
- Access status/HTTP status code
- Amount of data transferred each time
- Website from which the request comes
- Browser
- Operating system and its interface

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- Language and version of the browser software.

These pieces of information are analyzed exclusively for statistical purposes.

Legal basis of processing is Art. 6 (1) f) GDPR. Legitimate interests pursued by us are the provision of our online service and ensuring data security.

b) Contacting customers

Furthermore, we use and process your contact data, e.g. name, address, fax number, e-mail address or phone number, to tell you, using the communication methods you submitted (mail, fax, e-mail, phone) about our products, services, and special offers that could be of significant interest to you, and for carrying out customer surveys.

Legal basis of processing is Art. 6 (1) a) or f) GDPR. Legitimate interest pursued by us is communication with our customers.

c) Typekit

This website uses Typekit, a product of Adobe Systems Incorporated. Typekit is a solution for integrating fonts made available by Adobe into a website. Adobe reads information from your computer, tablet or phone in order to display the relevant fonts and monitor their use.

This page provides more information about the Typekit service: <https://www.adobe.com/privacy>. The Adobe Privacy Policy describes how Adobe handles personal information when using Adobe products and services.

d) Tracking

This website uses various technologies to collect and save data for purposes of marketing and optimization. These data can be used to create user profiles under a pseudonym.

This website uses Google Analytics, a web analysis service from Google LLC ("Google"). We use Google Tag Manager on our website to include Google Analytics. The information produced by the cookie when you use this website is, as a rule, transmitted to a Google server in the US and saved there. As part of the IP anonymization, your IP address will first be truncated by Google within an EU Member State or another country that is party to the Agreement on the European Economic Area. Only in exceptional cases is the full IP address transmitted to a Google server in the US and truncated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to put together reports about website activities, and to provide further services connected to use of the website and the Internet to the website operator. The IP address transmitted by your browser in the context of using Google Analytics will not be combined with other data maintained by Google.

You can find more information on usage terms and conditions and data protection at: <https://policies.google.com/?hl=en&gl=fr>.

To revoke your consent to the processing of your data within the framework of Google Analytics, please click on the blue hexagon in the lower left corner of the browser to adjust the settings in the cookie banner.

Legal basis of processing is Art. 6 (1) a) GDPR.

e) Newsletter and e-mail campaigns

You will only be sent an e-mail newsletter if you have explicitly ordered the newsletter in question on our website. If you no longer wish to receive an e-mail newsletter, you can unsubscribe using the link that appears at the end of every newsletter.

This website uses ActiveCampaign, a marketing automation tool for our newsletter and e-mail campaigns, which is operated by ActiveCampaign LLC. This database system stores data of individuals and/or companies. Personal data that may be stored in it are: name, function, company name, e-mail address, phone number and address.

In addition to the above data - if you give us permission to install cookies - we also track which pages you visit on the website. This gives us the opportunity to offer you content that suits you. Our newsletters and email campaigns are also sent with Active Campaign. Here we keep track of who clicks on which link so we can see what type of content best appeals to the target audience of the newsletter / campaigns. We use Google Tag Manager on our website to include the ActiveCampaign tag.

Legal basis of processing is Art. 6 (1) a) GDPR.

You can find more information on usage terms and conditions and data protection at:
<https://www.activecampaign.com/legal>

f) Recommendations on Facebook, G+, Twitter, e-mail, and WhatsApp

You can easily share the information on the PVS website on Facebook, G+, Twitter, e-mail, and WhatsApp using the relevant plugins. These "social bookmark plugins" are Internet bookmarks with which users of this kind of service can collect links and news items. On the PVS website, these are only connected as a link to the services in question. Only after clicking on the associated graphic you will be transferred to the website of the respective provider, i.e. only then your user information will be transferred to the respective provider. Information about handling of your personal data by these websites can be found in the providers' data protection statements.

g) Facebook business profile of Pop Vriend Seeds B.V.

When you visit our company profile on Facebook and Instagram (<https://www.facebook.com/popvriendseeds> and <https://www.instagram.com/popvriendseeds>), your personal data is processed.

In addition, your personal data is partly processed by Facebook Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland as joint controller (hereinafter referred to as "Facebook"). Facebook

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provides you with detailed information about the joint management and processing via the link below: https://www.facebook.com/legal/terms/information_about_page_insights_data.

The information in this privacy statement relates to the processing of your personal data in connection with your visit to our business Facebook profile, insofar as your data is processed by us.

In connection with your visit to our business Facebook and Instagram profile, Facebook may also process personal data in other ways. In this case, the processing takes place solely under the responsibility of Facebook, and without our knowledge. Further information from Facebook can be found at <https://www.facebook.com/about/privacy/>.

We process your personal data within the context of our Facebook business profile for the following purposes:

I) Contact and interaction via Facebook.

We process your personal data when you contact us through our business Facebook profile by using the Facebook features (e.g. news, message feature, contributions or the "like" button), or the content provided by us (e.g. videos).

If you contact us in this way, we process your personal data that can be directly viewed in this context (typically: username, profile picture, message content, including photos, date and time of interaction) to respond to your contact request. We also process personal data from you for reasons related to our public image, and for information about and optimization of our products, services and projects.

The legal basis for the processing is Article 6(1)(f) of the GDPR. Our legitimate interest is to contact (potential) customers and stakeholders, the public image of our company, and to inform you about our products, services and projects.

II) Analyses for statistical purposes using the Insights page on Facebook

We use Insights from Facebook to purposefully design and continuously improve our offers on our business Facebook profile. For each visit to or interaction with our business profile, we receive anonymized information in the form of statistics (Insights page) about our visitors on Facebook and their interaction with our business profile.

The related processing takes place in joint management with Facebook in accordance with Section 26 of the AVG. Facebook provides you with the essential provisions of the agreement for joint controllers via the link below:

https://www.facebook.com/legal/terms/information_about_page_insights_data.

We process the data using the Insights page in order to optimize our offer and ensure more effective communication with (potential) customers and stakeholders.

The legal basis for processing your personal data is Article 6(1)(f) of the GDPR. Our legitimate interest is the improvement of our offers on Facebook.

III) Execution of lotteries

If you participate in one of our lotteries, we will process your data in order to carry out the relevant lottery. The purpose of processing personal data is to choose and announce the winner(s) and award the prizes. For this purpose, the Facebook names of those who participate in the lottery are stored, and from these the winners are selected. PVS then announces the winners and contacts them to request their mailing address and send the prizes.

The legal basis for processing your personal data is Article 6(1)(f) of the GDPR. The legitimate interest of PVS is to be able to choose and announce the winner(s) of the lottery, and to award the prizes.

The recipient of personal data is Facebook, which, as operator of the platform, processes the data as described in its privacy statement (<https://www.facebook.com/about/privacy/>).

PVS works with internal and external service providers (so-called processors), such as service providers for IT maintenance services. These service providers may only act in accordance with PVS's instructions, and are contractually obliged to comply with the applicable data protection requirements.

To the extent legally permissible and necessary to comply with applicable laws, or to defend, exercise or substantiate a legal claim, PVS may transfer personal data to courts, authorities or law firms.

We will not transfer your personal data to countries outside the European Economic Area ("third countries"). However, Facebook does transfer personal data to countries outside the EU. Details can be found in Facebook's privacy statement (<https://www.facebook.com/about/privacy/>).

For the purpose of conducting our lotteries, the Facebook names of the participants are stored until the winner(s) are determined, after which they are deleted. The names and address details of the winner(s) are stored until the prize is awarded, after which this data is deleted. In all other cases, we will delete the data when it is no longer needed for the purposes pursued by us and there are no other legal grounds, in particular legal or contractual retention periods.

Within the context of the applicable legal provisions, you have certain rights in relation to your personal data. Please note that there are certain exceptions to the exercise of these rights, and therefore you may not be able to exercise them in all cases.

- Information: You have the right to obtain information about all personal data stored about you by PVS.
- Rectification: You can demand that we amend inaccurate personal data.
- Erasure: You can ask us to erase personal data under certain circumstances, and we will take appropriate steps to inform other data controllers that you wish us to erase links to your data, copies of your data and duplicates of your data.

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- **Withdrawal of consent:** You may withdraw your consent to the data processing you have provided to us and prevent further processing if there is no other reason why KWS can or should process your personal data.
- **Restriction:** In certain cases, you can request that we restrict the processing of your data.
- **Transferability:** If you have provided us with data on the basis of a contract or consent, you may request that we receive the data you have provided in a structured, commonly used and machine-readable form, or that we send it to another data controller.

You have the right to object at any time to processing of your personal data that is based on legitimate interests for reasons relating to your particular situation. These personal data will then no longer be processed for these purposes, unless compelling legitimate grounds for the processing are established that outweigh your interests, rights and freedoms, or the processing relates to the establishment, exercise or substantiation of a legal claim.

In individual cases, your data will be processed for the purpose of carrying out direct marketing. You have the right to object at any time to the processing of your personal data for purposes related to such marketing. If you object to the processing for the purposes of direct marketing, your personal data will no longer be processed for those purposes.

To exercise the rights set out above, please contact us or, where the processing has joint controllers, Facebook using the contact details set out in clause g) of the Privacy Policy.

h) Facebook Pixel

Our website has integrated the so-called “Facebook Pixel” of the social network Facebook, which is operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. We use Google Tag Manager on our website to include Facebook Pixel.

Facebook Pixel is a Java script. When you visit our website and give your consent, the Facebook Pixel allows your browser to automatically establish a direct connection to the Facebook server. As a result, in particular the following data can be recorded and transmitted to Facebook:

Your IP address, device and browser properties, URL, referrer URL, Pixel ID and Facebook cookie, as well as information on page views and data entered in input fields.

We use Facebook Pixel to track the actions of visitors to our website, to retarget Facebook advertisements for our website visitors, and to acquire additional information about Facebook members who view our advertisements.

These methods are also used to analyze the visitor structure using Facebook data. The data are stored for 180 days.

The legal basis of the data processing is Art. 6., para. 1 letter a GDPR.

Facebook processes the data within the framework of Facebook’s Data Usage Guideline: <https://www.facebook.com/policy.php>

You can obtain special information and details on Facebook Pixel and its functionality in the Facebook Help area: <https://www.facebook.com/business/help/651294705016616>

h) LinkedIn Insight-Tag

We use the “LinkedIn Insight Tag” on our website, a tool operated by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. LinkedIn has placed tags on the website through the Google Tag Manager (a.k.a. Doubleclick).

The LinkedIn Insight Tag creates a unique LinkedIn browser cookie in a visitor’s browser when granting the corresponding consent and visiting our website and enables the collection and transmission of the following data to LinkedIn: Metadata, such as IP address, timestamp and page events (e.g., page retrievals).

For more information, visit: <https://www.linkedin.com/help/linkedin/answer/65521>

The LinkedIn Insight Tag is used for the purposes of tracking the actions of visitors to our website, retargeting our website visitors and obtaining additional information about the LinkedIn members who view our advertisements. LinkedIn also provides retargeting for website visitors so that we can use this data to display targeted advertising outside our website without identifying the member. Members of LinkedIn may control the use of their personal data for advertising purposes in their account settings.

In addition, the process is used to analyze visitor structure using the LinkedIn data. Data is stored for 180 days.

The legal basis for the processing is Article 6 (1) (a) GDPR. More details about LinkedIn’s data collection and settings options can be found in the LinkedIn privacy policy. LinkedIn provides this information at <https://www.linkedin.com/legal/privacy-policy>.

4. Cookies

We use cookies on our websites. Cookies are small text files that can be placed on your hard drive when you visit a website. These text files are created and sent to you by the web server with which you have made a connection through your web browser (e.g. Internet Explorer, Firefox, Google Chrome). Cookies cannot run any programs or infect your computer with viruses. Their purpose is to make your whole Internet service more user-friendly and effective.

This website uses Google Tag Manager, a tag management system that allows JavaScript and HTML tags to be quickly deployed and updated on our website for tracking and analytics. If you have performed deactivation, GTM takes this deactivation into account. Google Tag Manager itself does not register personal data and only ensures that certain tags are activated or not.

You can find more information on usage terms and conditions and data protection at: <https://policies.google.com/privacy?hl=en> and terms of use at <https://www.google.com/analytics/tag-manager/use-policy>.

Legal basis of processing is Art. 6 (1) a) GDPR.

To revoke your consent to the processing of your data within the framework of Google Tag Manager, please click on the blue hexagon in the lower left corner of the browser to adjust the settings in the cookie banner.

Our websites use the following kinds of cookies. Their scope and how they work is explained as follows:

- Transient cookies (a)
- Persistent cookies (b)

a) Transient cookies are automatically deleted when you close the browser. These include session cookies in particular. They save a “session ID “with which various requests by your browser can be allocated to the whole session. This means your computer can be recognized again when you return to our website. The session cookies are deleted when you log out or close your browser.

b) Persistent cookies are automatically deleted after a predetermined period, which can vary depending on the cookie. You can delete the cookies in the security settings of your browser at any time.

c) You can configure your browser settings according to your preferences and, for example, opt out of third-party cookies or all cookies. However, please note that you might not be able to use all functions of this website.

d) The flash cookies we use are not captured by your browser, but rather by your flash plugin. We also use HTML5 storage objects that are placed on your terminal. These objects save the necessary data independently of the browser you use and have no automatic expiration date. If you do not wish to have flash cookies processed, you must install an add-on for that purpose, e.g. “Ghostery” for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/ghostery/>) or the Adobe-Flash-Killer-Cookie for Google Chrome. You can prevent the use of HTML5 storage objects by putting your browser in private mode.

5. Recipients of personal data:

For the operation of our website and for the provision of personalized services, PVS also employs external service providers who support us in processing orders, operating the website, providing personalized services and providing information to customers. These companies may only use your personal data in fulfilling their tasks on our behalf and are obligated to comply with the relevant data protection regulations.

Transmission of personal data to state institutions and authorities takes place only in accordance with binding national legal provisions or if legal or criminal proceedings require them to be passed on. They will not be passed on for any other purposes.

6. Transmission to third countries

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Personal data that we process in the context of the procedures described above are also transmitted by us to recipients within the meaning of Art. 4 No. 9 GDPR, who process your personal data outside the territory of the European Union. In that regard, a transmission to and subsequent processing of your personal data takes place also in third countries, for which there is no adequacy decision of the European Commission. We have therefore ensured the appropriate protection of your personal data with the relevant recipients through "suitable guarantees" (Article 46 GDPR), by concluding standard contractual clauses, as far as no derogation applies. You can request a copy of these warranties from us (contact details under No. 1/2).

7. Retention period

In general, we will only store your data for as long as is necessary to perform a service that you have requested or to which you have consented. If there are statutory retention periods, your data will be stored in accordance with these legal specifications.

8. Your rights as a data subject

You have the following rights in relation to us regarding your personal data as far as the respective legal requirements are met:

- Right of access,
- Right to rectification,
- Right to deletion,
- Right to restriction of data processing,
- Right to data portability.

Right to object

Individual right to object

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on Art. 6 (1) f) GDPR, including profiling based on those provisions. We will then no longer process the personal data for those purposes unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or the processing serves the establishment, exercise or defence of legal claims.

Right to object to processing for direct marketing purposes

In some cases we process your data for direct marketing. You have the right to object to the processing of your personal data for those purposes at any time. This applies to profiling as far as it is associated with such direct marketing. If you object to the processing for direct marketing purposes, your personal data will not be processed for those purposes any longer.

- **Withdrawal of consent:** If you gave your consent to the processing of your personal data you can withdraw your consent at any time with future effect. The lawfulness of the processing of your personal data until your withdrawal will not be affected.

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If you wish to exercise these rights, please contact us under the contact details mentioned above.

You also have the right to lodge a complaint with a data protection supervisory authority, particularly one in the member state of your habitual residence, work place or the place of the suspected violation, if in your opinion the processing of your personal data is unlawful.

9. External Links

Our online service occasionally contains links that lead to the websites of third parties. If this is not easily recognizable, we indicate that it is an external link. PVS has no influence on the content or form of the websites of external providers. This Privacy Policy therefore has no relevance there.

10. Amendments to this Privacy Policy

We reserve the right to change or revise this Privacy Policy from time to time. In this regard, please note the current version of our Privacy Policy.

Andijk, December 2021