

PRIVACY STATEMENT FOUNDATION FLORIDATA

Floridata holds your privacy in high regard and will process and use this information in a secure and save manner. In order to ensure your privacy, Floridata always acts in accordance with the GDPR, previously known as Wbp (Wet bescherming persoonsgegevens in Dutch), and any other relevant law(s) and regulations that are related to privacy. This page contains the Privacy Statement of Floridata. We recommend to carefully read the Privacy Statement. The terms that are written with capital letters in this Privacy Statement are defined in the General Statement of Floridata.

1. Who is Floridata?

Floridata is a foundation that is active within the floriculture sector with the objective to provide Participants insight and information of (market) developments, debtors and company data within this sector. The Participants can enter an agreement with Floridata, that will give them access to the Portal, developed by Floridata. On this Platform Participants are provided with information regarding clients, invoices, payments, place and receive debtor's mutations, and they will be provided with aggregated export figures within the whole floriculture sector by Floridata.

Floridata is an initiative by Foundation Floridata, located at Europalaan 400, 3526 KS Utrecht, The Netherlands and registered at the Netherlands Chamber of Commerce KVK with number 59307331.

2. Which information is collected and processed by Floridata?

In order to make use of the Platform of Floridata you are required to enter an agreement with Floridata and will receive a personal Account. Floridata may process the following data about you:

- The Chamber of Commerce and VAT-number of your organisation;
- The name, job title, telephone number and email address of one or several employee(s) of your organisation;
- Invoice and payment information of your organisation which may contain personal data.

Data

Floridata records all Data that you provide via the Website and processes them.

Automatic generated data

In order for Floridata to operate at optimal capacity, (e.g. to view pages properly and to secure the Service) Floridata requires certain data. Therefore, Floridata collects automatic generated information about your web surfing behaviour during your use of Floridata. This information consists of your IP-address (number of your computer that enables recognition of your computer), the type of browser (computer programme used to view internet pages), the computer system that you use, an account number and the pages that you view on the Website.



Europalaan 400
3526 KS Utrecht
The Netherlands



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The Netherlands Chamber
of Commerce KVK:
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ABN AMRO:
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VAT number:
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info@floridata.nl
www.floridata.nl

To the extent of Floridata using this information, it is always anonymised.

3. For which purposes will Floridata use the information about you?

Purposes

Floridata will use information about you for the following purposes:

- To enable your use of the Platform;
- To send you information regarding (offers for) the own services of Floridata and to respond to inquiries and/or complaints you may have;
- To establish anonymised statistical data;
- To secure, modify and improve the Platform;
- To establish an agreement with you for the use of the Platform and to process data regarding the payments;
- To provide information to third parties in case you have given permission and based upon law and/or regulations (see "Use for third parties").

Floridata would like to inform you about the developments regarding her Service. For example, when an update or an extension of her Service is available. Floridata can also inform you about special offers that are or will be organized by her.

In case you no longer wish to receive newsletters from Floridata, you can unsubscribe via your Profile. The option to unsubscribe is also available in every newsletter that has been sent by Floridata.

Use for third parties

Without your explicit consent, Floridata will not share your personal data to third parties for direct marketing purposes (for example sending special offers).

Floridata can share your data to third parties only when you have explicitly given/or will give permission to a certain third party, and only when the data cannot be traced back to your personal data (such as automatic generated information, not including your IP-address). Finally, Floridata can share your data to third parties when she is obliged by law and/or regulations, as cause of a lawsuit and/or in the case where Floridata believes it necessary to protect her own rights.

The Website can contain hyperlinks of which you may leave the Website of Floridata and enter the website of another party. Floridata has no saying about the services and/or websites of third parties to whom the link is made. Therefore, it may be possible that upon use of the services and/or websites of a third party, that a different privacy statement applies. This Privacy Statement of Floridata is only related to (personal) data that has been received by you. Floridata does not accept any responsibility or accountability for (the operation and/or content of) services and/or websites of third parties.



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4. In which way does Floridata protect your personal data?

Floridata will take technical and organisational measures in order to protect your (personal) data against loss or any other form of unlawful processing. Floridata ensures that all personal data is saved securely.

5. Recognition and improvement of your data

You can always view and modify your (personal) data in your Account. You can always contact Floridata at info@floridata.nl to understand which data Floridata has saved in your Account or in case you need help to modify your data in your Account.

6. Can this Privacy Statement be modified?

This Privacy Statement can be modified. In case of a modification, you will be notified on the Website and/or via email.

7. Questions?

In case you have any further questions regarding this Privacy Statement, you can send us an email at info@floridata.nl.



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