

Privacy Policy

Floramedia Group BV and its affiliated companies: Floramedia Operations BV, Floramedia Nederland BV and the foreign companies, hereinafter referred to as the **Floramedia Group**, attach great importance to the protection of your personal data. In this Privacy Policy, we want to provide understandable and transparent information about how we handle personal data.

We make every effort to ensure your privacy and therefore handle personal data with care. Floramedia Group adheres to all applicable laws and regulations, including the General Data Protection Regulation. This implies the following:

- The processing of your personal data will be in accordance with the purpose for which they were provided, these purposes and type of personal data are described in this Privacy Policy;
- The processing of your personal data is limited to only those data that are minimally required for the purposes for which they are processed;
- We will ask for your explicit consent if we need it for the processing of your personal data;
- We have taken appropriate technical and organisational measures to ensure the security of your personal data;
- We will not pass on personal data to other parties unless this is necessary for carrying out the purposes for which they were provided;
- We will be aware of your rights regarding your personal data, we will point them out to you and we will respect them.

As Floramedia Group we are responsible for the processing of your personal data. If, after reading our Privacy Policy, or in a more general sense, you have questions about this or wish to contact us, you can do this by using the contact details at the bottom of this document.

Processing of personal data of customers or suppliers

Personal data of customers or suppliers are processed by Floramedia Group for the following purpose(s):

- Administrative purposes;
- Communication about assignments and/or invitations;



- Implementing or issuing an assignment (chain management)

The foundation for the personal data is:

- The agreed assignment or contract.

For the above objective(s), Floramedia Group may request the following personal data from you:

- First Name;
- Insertion;
- Last name;
- Address;
- Residence;
- (Business) phone number;
- (Business) email address;
- Sex.

Your personal data will be stored by Floramedia Group for the above-mentioned processing (s) for the period:

- Longer than the duration of the agreement, this can be indefinitely or until the termination of the agreement. And then only in the financial administration for a maximum of 7 years.

Processing of personal data of newsletter subscribers

Personal data of newsletter subscribers are processed by Floramedia Group for the following objective(s):

- Informing the person by means of news.

The foundation for this personal information is:

- The registration form Newsletter;
- The newsletter subscribers who have been collected and saved before 25 May 2018 and the newsletter subscribers that subscribed after 25 May 2018.

For the above objective(s), Floramedia Group may request the following



personal data from you:

- First Name;
- Insertion;
- Last name;
- E-mail address.

Your personal data will be stored by Floramedia Group for the above-mentioned processing(s) for the period:

- During the period that you are registered.

Processing personal data of prospects, stakeholders/lobby contacts and/or interested parties

Personal data of prospects, stakeholders/lobby contacts and/or interested parties are processed by Floramedia Group for one or more of the following objective(s):

- Provision of information through newsletters and/or targeted contacts;
- Sending of (or calling with) information about the organisation and/or products/services;
- Digital sending of (or approaching with) information about the organisation and/or products/services.

The foundation for this personal information is:

- Oral permission, issuing a business card and/or via a link on LinkedIn;
- Digital permission beforehand, e.g. when requesting information or registering for a newsletter.

For the above objective(s), Floramedia Group may request the following personal data from you:

- First Name;
- Insertion;
- Last name;
- Address;
- Residence;
- (Business) phone number;



- (Business) email address;
- Sex.

Your personal data will be stored by Floramedia Group for the above-mentioned processing(s) for the period:

- During the period that one is seen as a prospect, stakeholder/lobby contacts and/or interested party

Provision to third parties

We may provide the information you give to us to third parties if this is necessary for the execution of the above-described purposes. For example, we use a third party for:

- The delivery of newsletters and/or invitations.

We never pass on personal data to other parties with whom we have not entered into a processor agreement. Parties with whom a processing agreement indeed has been concluded, agreements are made to guarantee the security of your personal data. Furthermore, we will not pass on the information provided by you to other parties, unless this is legally required and permitted. An example of this is that the police request us (personal) data in the context of an investigation. In such a case we must cooperate and are therefore obliged to provide this information. We may also share personal data with third parties if you give us permission in writing.

Within the EU / EEA

We provide personal data to parties within the European Economic Area (EEA) or in countries, sector(s) and/or region(s) of countries for which the European Commission has adopted an adequacy decision. With such a decision, the European Commission determines whether the country in question offers an adequate level of data protection.

There is also an adequacy decision for the United States, but only insofar as the receiving party has committed itself to adhere to the principles as laid down in this decision, also known as the [Privacy Shield](#).



All countries with an adequacy decision can be found on the [website of the European Commission](#).

Minors

We only process personal data of minors (persons younger than 16 years) if written permission has been given by the parent, caregiver or legal representative.

Retention period

Floramedia Group does not store personal data longer than necessary for the purpose for which it was provided or required by law.

Security

We have taken appropriate technical and organisational measures to protect your personal data against unlawful processing. We have for example taken the following measures:

- All persons who are able to access your data on behalf of Floramedia Group are obliged to maintain their confidentiality;
- We use a username and a complex password policy on our systems;
- We make backups in order to be able to repair these in case of physical or technical incidents;
- We regularly test and evaluate our measures;
- Our employees have been informed about the importance of the protection of personal data.

Rights concerning your data

You have the right to inspect, rectify or delete the personal data we have received from you. You can also object to the processing of your personal data (or a part thereof) by us or by one of our processors. You also have the right to let us transfer the by provided data to yourself or, by order of you, directly to another party. We can ask you to identify yourself before we can comply with the



aforementioned requests.

May we process your personal data on the basis of a permission given by you, you will always have the right to withdraw this authorisation.

Complaints

If you have a complaint about the processing of your personal data, we ask you to contact us directly. It will be our aim to come to a solution together. You always have the right to file a complaint with the Dutch Data Protection Authority, this is the supervisory authority in the field of privacy protection.

Questions

If you have any questions or comments about our Privacy Statement please contact us.

Contact details

Floramedia Group BV
Kleine Steng 1
1551 NC Westzaan
the Netherlands
info@floramedia.nl
+31 (0)75 64 76476

