

Privacy Statement

Version: 29 July 2021

This is the privacy statement of Holland Farming B.V. (hereinafter referred to as: "HF"). Holland Farming B.V. develops and sells high-quality fertilisers to growers and market gardeners, directly and indirectly via the website cropmax.nl. In this respect, we also process personal data.

This statement contains information about the processing of your personal data via the website www.cropmax.nl and during appointments. HF is the controller for the processing of your personal data. We shall always process your personal data in accordance with the applicable legislation and regulations, including the General Data Protection Regulation and the Dutch Telecommunications Act. This statement indicates how and why we collect personal data, and what the said data shall be used for.

The contact details of Holland Farming B.V. are:

Holland Farming BV – trading under the name Cropmax.nl
Groenekanseweg 246L
3737 AL Groenekan
The Netherlands
Email: info@hollandfarming.com

Your personal data

We shall not process your personal data for a purpose other than indicated in this privacy statement. In addition, your personal information is not retained longer than required for the said purposes, unless a statutory provision mandatorily prescribes retention or further processing. For more information about how long your specific personal data are retained, you can contact info@hollandfarming.com

We shall request your prior consent for the processing of your personal data, unless we have a justified interest in doing so. If you have given consent to the processing then you are entitled to revoke the said consent at any time. The processing that was merely based on your consent shall then be discontinued. The revocation of your consent shall, however, not affect the legitimacy of the processing on the basis of the said consent prior to the revocation of the same or on the basis of a justified interest.

Any and all data that we collect, shall be used by us for the purposes outlined below:

- to have our website operate better;
- to establish, improve, test and consult the effectiveness of our website;
- the conclusion and implementation of agreements with regard to our services;
- the scheduling of appointments and consultancy;
- the preparation and presentation of offers and/or invoices;
- to contact you, if this is requested;
- to consult statistics, e.g. the number of visitors and the traffic to the website;
- to solve or diagnose technical issues;
- to be able to send you newsletters, if you gave us consent for this or if you are a customer of us;
- to have you review our services and products;
- to make it possible for you to email, print or share a page via social networks, e.g. Facebook, Twitter and Instagram.

Request information via the website

You can request information via a form on our website. The email address and name are used to follow up on the request via email. We use your telephone number to contact you for further information or an explanation.

Cookies

We also use cookies on our website. Cookies are small information files that are stored by your browser or application on the hard drive of your device.

Functional cookies

To have the website operate, we use certain functional cookies. These cookies remember, for instance, that you have logged in so that you do not need to log in again on every page. These cookies are necessary for the operation of our website.

Analytical cookies

We use cookies of Google Analytics to measure the effectiveness and quality of our website. These cookies have no effect, or barely, on your

privacy. In conformity with the privacy documents of Google, the last part of your IP address is masked and your data shall not be shared with Google for other purposes, unless you gave consent for this.

Marketing cookies / Tracking cookies

Marketing cookies are being used to follow visitors across websites. The intention is to show advertisements that are relevant to and attractive for the individual user and that are consequently more valuable to publishers and external advertisers.

For an updated overview of the cookies we refer you to your browser. It mentions the various cookies.

You can indicate via your browser settings that you automatically want to reject or delete cookies. It may, however, happen that our website can, as the occasion arises, not be used optimally.

The following links explain how you obtain access to the cookie settings of the various browsers:

- [Cookie settings in Firefox](#)
- [Cookie settings in Internet Explorer](#)
- [Cookie settings in Google Chrome](#)
- [Cookie settings in Safari \(OS X\)](#)
- [Cookie settings in Safari \(iOS\)](#)
- [Cookie settings in Android](#)

If you want to unsubscribe to tracking by Google Analytics then you go to this link: <http://tools.google.com/dlpage/gaoptout>.

Your rights

On account of the fact that we collect and use your personal information, you are entitled to request us insight into and correction or erasure of your personal data. In addition, you are entitled to protect our processing of your personal data or to object to it. You can also request us to transfer your personal data to you.

Hence, with regard to the processing of your personal data by HF you are entitled to:

- obtain a definitive answer on the processing or not of your personal data and, if this is the case, to obtain insight into the said personal data and other relevant information;

- obtain rectification of incorrect personal data or supplementation of incomplete personal data;
- have your personal data erased if the data are no longer required, you revoke your consent and there is no other legal basis for the processing, you - rightly - objected to the processing and/or if your personal data were processed unlawfully;
- protect the processing, if it is not certain whether your personal data are correct, your personal data were processed unlawfully, your personal data are no longer required to HF, however you require them for a legal claim and/or if you objected to the processing and the said objection is still being assessed;
- obtain your personal data in a structured and electronic form and to transfer them - potentially directly - to another party.

Within a maximum of 4 weeks you shall receive a reaction to your request. If you do not agree with the content of the said reaction, the rejection of your request or the processing of your data by HF, in any way whatsoever, then you are entitled to submit a complaint to the Dutch Data Protection Authority.

Third parties

In certain instances, we shall share your personal information with other parties to the extent that you gave consent for this, this is required for the implementation of an agreement or if a statutory provision or a competent authority mandatorily imposes this. The personal data shall only be shared by HF if this is expressly indicated in this privacy statement.

Certain data, e.g. your visiting and clicking information, shall be shared with our marketing partners in order to measure and improve the effectiveness of our website. In addition, we process the following personal data for our business operations:

Type of data	With whom	Purpose
Name and address information, email, telephone number	Internally CRM software and website	Elaboration of and requests for offers, information, confirmation, delivery of order, and invoicing.
Surfing and clicking behaviour	Internally	Improvement of the effectiveness of the

		website.
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Google Analytics; keeping track how users use the website and how effective the Adwords advertisements of HF are on the Google search results page. The thus obtained information is, including the address of your computer (IP address), transferred to and stored on servers by Google in the United States. Read the privacy statement of Google for more information. You can also find the privacy policy of Google Analytics [here](#). Google uses the said information to track how our website is being used, to be able to provide reports about the website, and to be able to offer its advertisers information about the effectiveness of their campaigns.

In addition, our hosting and application partners shall acquire the necessary access to certain data to offer the necessary support during the operation of our website, technical error messages. We expect this to have no, or barely any, impact on your privacy.

Some parties are established outside the European Union. As the occasion arises, the transfer of your personal data is based on an adequacy decision of the European Commission. If that is not the case then HF implemented appropriate or suitable safeguards with the said parties. You can always request insight into or a copy of the said safeguards by sending an email to info@hollandfarming.com

Security and safety

Holland Farming B.V. implemented the appropriate measures in order to ensure that your personal data are processed in line with the applicable legislation and regulations and that they are protected against unauthorised and unlawful processing, loss, destruction or damage. For instance, we use an encrypted connection (HTTPS) on our website so that the data sent by you are encrypted and secured.

Miscellaneous

Holland Farming B.V. can change this privacy statement from time to time. We recommend you to consult this privacy statement regularly. We shall always process your personal data in line with the privacy statement applicable at the time of the collection of your data. For questions about

this privacy statement you can contact us by sending an email to info@hollandfarming.com.