



VAN VLIET FLOWER GROUP PRIVACY POLICY

Indien u informatie over privacy wenst te ontvangen in de Nederlandse taal kunt u contact opnemen via info@jvanvliet.com

Van Vliet understands that privacy is very important for you, and we do our best to respect it. That is why your personal data is only used by Van Vliet: it is never passed on, without your prior consent, to third parties for commercial purposes unless this is necessary for or in relation to the delivery of our products or services.

At the same time, Van Vliet commits to always keep you informed about special offers and promotions that are likely to interest you. However, if you do not wish to receive any commercial messages from us, you can unsubscribe from our mailing list using the instructions provided in the messages themselves.

The sections below detail how Van Vliet handles your personal data when you use our services and when you visit our website www.jvanvliet.com

Collection and use of personal data

If you want to use our services, you may be asked for some personal data, such as company details, your first and last name, login, e-mail address, telephone number or other contact information. We may also ask for other data which we need to deliver our products and services.

Personal data can be collected through various channels. We can collect your personal data when you create an account, place an order, call our customer service, fill in your details in electronic forms on our websites or portals, subscribe to a newsletter or ask us for information. Your bill and payment data are also stored. In addition, we collect data on your use of our services and websites in order to improve our services.

The collected data is used for the delivery of the products and services, for billing purposes, for customer administration, for dispute management, for combating fraud and infringements committed against Van Vliet and/or its employees, for improving the quality of the services, for internal reporting purposes and for the planning and transport of flowers and plants.

The personal data is stored for the duration of the delivery of our service and can be saved up to 7 years after a person/ professional customer has ceased to be a Van Vliet customer unless you request Van Vliet to delete the personal data. If you request Van Vliet to delete your personal data, Van Vliet will delete all possible personal data but has the right to deny the request to delete all personal data to the extent that Van Vliet has a legal obligation to store the personal data.

Protection of personal data

We have taken technical and organizational measures to protect the databases in which your data is kept against unauthorized access, unauthorized use, theft or loss. Our security measures are regularly evaluated and adapted so that we can continue to provide a high level of protection.



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Disclosure of personal data to third parties

We do not give the collected data to third parties, unless this is required for or in relation to the delivery of our products and services. Van Vliet has the right to disclose your personal data when we are required to do so by law or at the request of any competent legal authority.

Specific information on privacy for professional customers and their employees

The employees of professional customers have the right of access to their online account and a right to rectify and delete their personal data.

Privacy policy relating to our websites

You can visit our website without having to enter any personal data. Access to certain parts or functions of our website may be limited to visitors without an account. After you create an account and login to the website or portal, you can have full access to our products and services.

Connection data

We register information about the connection you make to our websites and the software and devices you use to accomplish this. This information includes your IP address, the time of your visit to the website, the type of browser and the type and brand of device you use and the pages you visit. This data is used to create statistics and improve the quality of our website and service through analyses of your surfing behaviour on our website. This information may also be used to adapt our offering on the website to your potential needs.

Tracking of commercial e-mails from Van Vliet

Van Vliet may send you e-mails in order to keep you informed about its existing and new products, services and promotions, unless you have exercised your right to object. Van Vliet uses tools to measure and follow up the impact of these e-mails: whether the e-mail was opened or not, whether the hyperlink was clicked on or not, etc. These tools are used to increase the efficiency of e-mail campaigns and to better adapt Van Vliet's offers to your personal needs.

Analysis of the use of Van Vliet's websites

We may use third-party services on our websites to monitor, analyse and report on the usage visitors make of our website. To this end, third parties providing Van Vliet with such services may collect anonymous data about your use of our websites, including your behaviour on our websites or through the placement of cookies. Such data enables us to track down any errors in our websites and to determine how we can improve your user experience on our website. You can delete cookies in your browser settings.



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Changes in our privacy policy:

Our privacy policy may be extended or adapted in the future (for example, to accommodate new developments). For this reason, we recommend that you consult this privacy policy regularly.

Contact details of Van Vliet

You have the right to make a request to see what personal data Van Vliet has stored about you, to correct or delete the personal data. If you have questions or requests in relation to Van Vliet's privacy policy, you can contact Van Vliet via info@jvanvliet.com or by letter to P.O. box 687, 2675 ZX Honselersdijk, The Netherlands.