

PRIVACY POLICY

Ki Plant Concept B.V., hereinafter: “**Ki Plant**” is the owner of the registered brand Planterest.

Planterest is a programme that offers online services for businesses engaged in the flowers and plants industry, by providing for possibilities to create inspirational boards, project boards and e-offerings.

Ki Plant respects your privacy and handles your personal data with the utmost care. In order to comply with the General Data Protection Regulation, our starting point is to minimise the processing of personal data.

This privacy statement applies to all processing of personal data by Ki Plant when using Planterest.

Data processing

By using Planterest users will leave certain data. This may also include personal data. In each process, different types of personal data are collected. The data we process are amongst others:

- Planterest user ID;
- IP address;
- Cookie data;
- Log data;
- Device data;
- Email address;
- Name, surnames, initials;
- Address details;
- User ID;
- Public photo picture URL.

Legal basis for processing (personal) data

The legal basis for the data processing is one of the following:

- You have given us permission to use your personal data;
- You have entered into an agreement with us;
- You have registered as a user to our platform or services;
- We are legally required to do so;
- We have a legitimate interest in processing personal data.

If we process your personal data on the basis of your permission and you would like to withdraw your permission, you can send us an email at info@kiplant.com.

Purposes

The personal data collected is used by Ki Plant for the purposes of the accurate performance of Planterest. We process your personal data for the purpose of:

- Promotions and commercially related emails and;
- Analyzing personalized user behaviour for overall website optimization.
- Access to and use of Planterest;
- Providing customer support;
- Compliance with legal obligations;
- Technical update of Planterest;

Furthermore, we will not use your personal data for other purposes you provided it to us, unless you give us permission to do so or there is any legal duty or basis to do so.

Security

To optimally protect your personal data against (unauthorised) access or unauthorised use, Ki Plant has taken technical and organisational security measures. However, despite our efforts, an absolute guarantee of protection against security threats can never be given. Any apparent or actual misuse of data will be reported to the relevant law enforcement authorities. If you suspect any misuse of data by or through us, please inform us in writing at your earliest convenience.

Storage

Your personal data will be stored by Strato Server, which is located within the European Union (Germany).

We store your data no longer than necessary.

Third parties

Ki Plant will only share your personal data with third parties to the extent that it is necessary for the use of Planterest. Apart from this, your personal data will not be rented, sold or otherwise shared with or provided to third parties.

Cookies

A cookie is a small file that is sent along with pages of a website and stored by your browser on your computer. Planterest makes use of cookies such as essential, affiliate, analytical and tracking cookies.

- Essential cookies are cookies that are necessary for the operation of Planterest.
- Analytic cookies are used to map the use of Planterest aiming to improve the quality of the website (Planterest uses Google Analytics).
- Affiliate cookies are used to determine from which source purchase originate. Once you click on an affiliate link of one of our affiliates, a cookie will be placed on your computer to keep track of whether or not you make a purchase through the affiliate link.
- We use tracking cookies to track visitors across Planterest. The tracking cookies track your surfing behavior to match content and advertisements to your surfing behavior.

If you do not want that your cookies are used, you can modify your browser so that it notifies you when cookies are being sent, or you can refuse cookies altogether. You can also delete cookies that have already been set.

If you wish to restrict or block web browser cookies which are set on your device, then you can do this through your browser settings. For more information you may want to visit www.aboutcookies.org, which contains comprehensive information on how to do this on a wide variety of desktop browsers.

You can choose whether to accept cookies that are set by Planterest and their third party suppliers, through the cookie consent banner.

Be aware that if you do not accept cookies, we can no longer guarantee that Planterest is working as it should. It is possible that some functions of Planterest are lost or you cannot access parts of Planterest at all.

Your rights

You have the right to request us access to and rectification or erasure of your data or to

restrict (further) processing of it, as well as the right to data portability.

In case of any complaints with regard to the processing of your data, you can contact us. However, additionally, you are entitled to file a complaint with a data protection authority, the Dutch *Autoriteit Persoonsgegevens*. You can contact them via their website.

Questions?

Please contact us at info@kiplant.com if you have any queries with respect to the processing of your personal data on Planterest.

This privacy statement was last modified on 1 September 2021. Planterest is entitled to amend this privacy policy from time to time. We will publish the changes on our website along with the updated version of the privacy policy. We recommend you to read the privacy policy on a frequent basis.