

Privacy Statement

DL Flowers, located at Laan van Verhof 3, 2231 BZ Rijnsburg, is responsible for processing personal data as shown in this privacy statement.



Contact details:

DL Flowers B.V.

Laan van Verhof 3

2231 BZ Rijnsburg

+31714091255

Personal data that we process

DL Flowers processes your personal data because you use our services and/or because you have provided the data to us yourself. The list below presents an overview of the personal data that we collect and process:

- First and last name
- Address details
- Phone number
- E-mail address
- IP address
- Details about your activities on our website
- Internet browser and device type
- Bank account number
- Financial transactions
- Credentials (encrypted)
- Any information entered in free fields (questions or comments)

DL Flowers processes your personal data for the following purposes:

- Handling your payment
- Sending you our newsletter and/or advertising brochure
- To call you or send an e-mail in case this is required to carry out our services
- To inform you about changes to our services and products
- To offer you the possibility to create an account
- To deliver goods and services to you
- DL Flowers analyses your behavior on the website in order to improve the website and cater the range of products and services to your preferences.
- DL Flowers also processes personal data if we are legally obliged to do so, such as the information we need to process for our tax return

In case you have objections to one of these operations, you can send an e-mail to

sales@dlflowers.nl or write to us: Laan van Verhof 3, 2231 BZ Rijnsburg.

Automated decision-making.

DL Flowers does not make any decisions based on automated processing for matters that can have (significant) consequences for the persons involved. Automated processing means decisions that are taken by computer programs or systems, without the involvement of any person (an employee for example).

How long we store personal data

DL Flowers does not store your personal data any longer than is strictly necessary for the purposes we collect your data for. We use these retention periods for the following (categories) of personal data:

Category of personal data	Basis of processing	Retention period
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Name and address, phone		
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number, e-mail, credentials	Execution of agreement,	7 years after last use.
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Bank account number, financial transactions	Execution of agreement and legal obligation,	7 years after last use.
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Website activity, browser information, IP address	Execution of agreement (maintenance and sales activities),	6 months after last use.
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Sharing of personal data with third parties

DL Flowers provides personal data only to third parties when this is necessary for the execution of our agreement with you or to comply with a legal obligation. This also applies when DL Flowers transfers personal data across national borders.

Cookies or similar techniques that we use

In addition to technical and functional cookies, DL Flowers also uses analytical cookies that do not breach your privacy. A cookie is a small text file that is stored on your computer, tablet or smartphone when you first visit this website. The cookies that we use are necessary for the technical operation of the website and optimal user experience. They ensure that the website works properly and save your preferred settings for example. We can also use them to optimize our website. You can opt out of cookies by changing the settings of your internet browser so that it does not store cookies anymore. You can also delete all previously saved information in the

settings of your browser.

View, modify or delete personal data

You have the right to view, correct or delete your personal data. In addition, you have the right to withdraw your consent to the processing of data or to object to the processing of your personal data by DL Flowers. You also have the right to data portability. You can send a request for access, correction, removal or transfer of your personal data or request to withdraw your consent or object to the processing of your personal data to sales@dlflowers.nl. To verify that it was you who requested access, we ask you to add a copy of your ID together with the request. Make the photo, MRZ (machine readable zone, the strip with numbers at the bottom of your passport), passport number and citizen service number (BSN) black in this copy. This is done to protect your privacy. We will respond as quickly as possible, but within 4 weeks, to your request.

If you have a complaint or any question regarding your privacy, you can contact us by sending an e-mail to sales@dlflowers.nl or write a letter to Laan van Verhof 3, 2231 BZ Rijnsburg, after which we will respond within 30 days at the latest to your request.

DL Flowers also wishes to point out that you have the possibility to file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens). You can do so via the following link:

<https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

Data breach

A data breach is when personal information of our customers, employees or relations is exposed by unauthorized persons to unlawful processing, disclosure or a loss. This can be the case, for example, when a laptop, phone or USB stick is lost / stolen or when a data file or system such as an e-mail or other application is hacked.

If a serious data breach occurs, DL Flowers is obliged to report to the Dutch Data Protection Authority within 72 hours after observing the breach and possibly also to the people whose personal data has been leaked.

If you suspect or have noticed a (possible) data breach, please report this as soon as possible by sending an email to sales@dlflowers.nl. Please state your name, phone number and a short description of the data breach. As soon as we receive your notice, we will contact you for

more information so we can take the appropriate measures in order to minimize its consequences. We also determine the severity and scope of the data breach and if necessary we report this to the Dutch Data Protection Authority and possible person(s) involved.

How we secure personal data

DL Flowers takes the protection of your data seriously and takes appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure and unauthorized modification of your personal data. Despite our security measures, we encourage customers to take measures themselves to prevent undesirable use or disclosure of their own data.

In addition, DL Flowers does not have a Data Protection Officer (Functionaris Gegevensbescherming), because this is not required according to the current regulation in line with the GDPR (General Data Protection Regulation). DL Flowers and companies that are part of it, do not meet the criteria of the Dutch Data Protection Authority for the mandatory appointment of a Data Protection Officer. The company is not a public organization and there is no large-scale processing of special personal data or the tracking of individuals. If you still have the impression that your data is not properly secured or that there are indications of misuse, please contact our reception or send an e-mail to sales@dlflowers.nl.

Version 2nd of July

This is a translation of the Dutch version of the Privacy Statement from DL Flowers. In case of disputes concerning the interpretation, the Dutch version of this Privacy Statement is leading.