

PRIVACY STATEMENT COOPERATIE HOOGSTRATEN

Coöperatie Hoogstraten CVBA, with registered office at 2320 Hoogstraten, Loenhoutseweg 59, company registration number 0403.863.755, 03/340.02.11, www.hoogstraten.eu, info@hoogstraten.eu, hereinafter referred to as 'CH', attaches great importance to the careful use of personal data.

This Policy specifies the purposes for which the personal data being collected are used and how we endeavour to guarantee adequate protection of those data.

The Policy also applies to the website www.hopsabees.be, which is administered by Coöperatie Hoogstraten.

In this respect, CH adheres to the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC, hereinafter referred to as 'GDPR'.

Furthermore, CH shall make sure to comply, to the extent possible, with the provisions of the implementing decrees that are enacted in pursuance of the aforesaid legislation.

1. Personal data

Personal data means any information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identification number or to one or more aspects specific to the physical, physiological, mental, economic, cultural or social identity of that natural person.

In its capacity as data controller, CH may collect your name, address, telephone number, e-mail address, etc.

2. Data management

CH shall ensure the proper protection of the personal data being stored and processed. Both CH and its appointees shall implement appropriate technical and organizational measures to ensure that your personal data are processed securely.

To the extent possible and reasonable, CH shall ensure that the data are updated and that incorrect, incomplete and irrelevant data are corrected or deleted.

Furthermore, CH shall ensure, to the extent possible and reasonable, that its appointees only have limited access to the personal data and processing options. In particular, such access shall be restricted to the persons who need it in order to carry out their duties or to what is necessary for

the purposes of the service. In this way, CH tries to provide an appropriate level of protection of those personal data and the processing of those data.

The data subject shall be required to supply CH with the requested personal data, this being a necessary precondition for the conclusion and performance of the agreement.

If the data subject fails to supply the requested data, CH shall be unable to deliver the products ordered and/or the services requested.

CH uses profiling to allow targeted direct marketing. In this way, CH shall only inform its customers by e-mail of the campaigns and products in which they may show a special interest.

3. Purpose of the processing

CH processes personal data for various purposes. Each time data are processed, only those data shall be processed that are necessary for the intended purpose.

In particular, CH pursues the following purposes:

- administration relating to growers, customers and suppliers;
- provision of information through infoweb;
- conclusion of transactions using the auction clock system;
- performance of agreements;
- invoicing;

4. Cookies

Our website uses cookies (small text files that are stored on your computer) to help the website analyse how visitors use the site. The information generated by the cookie about the way you use the website may be transmitted to secure servers of Coöperatie Hoogstraten cv or those of a third party.

Disabling cookies

Most browsers are set to accept cookies by default. However, you can change your browser settings to refuse all cookies or to notify you each time a cookie is sent. It is possible that certain functions and services on our or other websites will not work properly if cookies are disabled in your browser.

5. Links to other websites

Our website contains links to other websites. This privacy statement only applies to our website. We therefore recommend that you read the privacy statements of the other websites. We are not responsible for the privacy policy of other websites, even if you visit those websites by following one of the links on our website.

6. Legal basis of the processing

The legal basis for the processing of personal data by CH is as follows:

- consent of the customer/data subject;
- necessity for the performance of the agreement or the execution of precontractual measures;
- necessity for the purposes of the legitimate interests pursued by [*], in particular ensuring the continuity of the activities;
- being able to comply with all the laws and regulations governing [*].

7. Data sharing and transmission

In principle, personal data are only shared with the consent of the natural person concerned, or where this is necessary to conclude a transaction or to be able to supply a product or service.

If necessary, the personal data may also be shared with the suppliers of CH where this is required by law, if CH is involved in a dispute with the data subject, to protect customers, to ensure the safety of the products, and to protect the (property) rights of CH.

CH shall not transmit the data in question to a third country or to an international organization.

8. Retention period of the data

The collected personal data shall be processed by CH during the whole period in which the data subject uses the services of CH.

Once the data subject ceases to use the services of CH, his personal data shall be retained for a period of ten years after the end of the collaboration with the data subject, except where a longer period is required by certain legal limitation or retention periods.

This limitation or retention period will allow CH to comply with its legal obligations, enforce compliance with rules, resolve disputes, maintain security, prevent fraud or abuse, etc.

9. Rights of data subjects

CH shall facilitate the exercise of the following rights by the natural person:

- right of access to his personal data;
- right to rectification of incorrect personal data;
- right to deletion of his personal data;
- right to restriction of the processing of his personal data;
- right to portability of his personal data;
- right to object to automated individual decision-making.

Furthermore, the data subject has the right to withdraw his consent for the processing of his personal data at any time. Such withdrawal, however, shall not prejudice the legitimacy of the processing based on the consent that was given prior to its withdrawal.

To this end, the data subject may communicate his request by e-mail to CH at this e-mail address: privacy@hoogstraten.eu.

CH shall reply to the customer's request without delay, and in any case within one month.

10. Final provisions

If the data subject believes that the processing of his personal data constitutes a breach of the provisions of the GDPR, he may lodge a complaint with the competent supervisory authority.

CH expressly reserves the right to change this Privacy Policy at any time without prior notice.