



Privacy statement and cookies

Privacy Statement General

Introduction

Green Retail Events B.V (below: **GRE**) organises, amongst other things, the trade show PLANTARIUM|GROEN-Direkt. In carrying out these services we process personal data. This privacy statement explains what personal data GRE collects about you and how we handle them. We recommend that you read the statement carefully. GRE is the controller, as defined in the data protection legislation.

Our contact details are:

Green Retail Events B.V.
Engelandlaan 70-72
2391 PN Hazerswoude-Dorp
The Netherlands
info@plantariumgroendirekt.nl

Handling your personal data

GRE considers your privacy to be important and handles your personal data as carefully and securely as possible. In doing so, it complies with the privacy legislation.

GRE records personal data in the course of providing its services. Examples are where you take part in an exhibition or conference, subscribe to one of our newsletters, express interest in our services or contact GRE in some other way. These may be personal data, but they may equally well be data examined by us to analyse the use made of our website, for example the number of times our websites are visited and what pages are viewed.

In this privacy statement we explain what personal data of yours we can process. That is not to say that all your personal data listed below are processed. That depends on what services you use and what data you leave behind on our websites. For example, what personal data we process will differ according to whether you are a visitor or an exhibitor.

To ensure that you have the clearest possible information, we have made a distinction between the processing of personal data for our trade show and our website and social media purposes. Below you can find out what personal data GRE processes about you and why.

Basis for processing

GRE uses all the personal data mentioned above to implement and process the agreement with you, for example the agreement with you as visitor to or exhibitor at an event. GRE may also have a statutory obligation to process your personal data, for example to fulfil our obligations under tax law.

Retention periods

GRE will keep your personal data for no longer than necessary for the processing purposes



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mentioned above. This means that your personal data are kept for as long as necessary to fulfil the specified purposes.

However, we are bound to retain certain personal data for longer as GRE must comply with its statutory retention obligations such as the duty to retain data for tax purposes.

Security

GRE has naturally taken security measures to protect your personal data from loss or unauthorised access.

Your rights: under the privacy legislation you have various rights as described below.

- **Access:** you have the right of access to your personal data. You will receive an overview of your personal data within a month of the date on which we receive your request for access
- **Correction:** if your data are incorrect, we will correct them
- **Erasure:** you can submit a request to have your personal data erased. The data can be removed only if they are incorrect or no longer relevant.
- **Restriction:** if you believe that GRE is processing your personal data unlawfully or incorrectly, you may restrict this processing.
- **Objection:** you may object to the processing of your personal data on the grounds of special personal circumstances. In the event of an objection to direct marketing, we will terminate the processing as quickly as possible.
- **Portability:** You may request transmission of your personal data where the processing is based on consent or a contract with GRE.

Questions and requests

If you have any questions in regard to this privacy statement or a request about processing your personal data, please refer to the contact details as written above.

We can ask you for additional information to verify your identity. We will inform you in principle within one month of receipt of your request whether we can meet your request. This period may be extended by two months in specific cases, for example when a complex request is made. We will inform you of such an extension within one month of receipt of your request. Under the privacy legislation we can refuse your request under certain circumstances. If this is the case, we will explain why. If you object to the processing of your personal data for direct marketing purposes, we will always respect this request.

Complaint about the processing of your personal data

If you have a complaint about the processing of your personal data by GRE, we will try to resolve the matter with you. If this does not produce the desired result, you have the right to lodge a complaint with the privacy regulator, the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

Changes to privacy statement

GRE is entitled to amend its privacy statement. In case there are substantial changes to this Privacy Statement, GRE will inform you about this via the website www.plantariumgroendirekt.nl.



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Cookies

Cookies

GRE uses cookies to ensure that our website works, to analyse how our website is used and to improve your experience on our website. We also use cookies for advertising and marketing purposes and for the use of social media. We may collect personal data, such as your IP address and information about the device with which you visit our website.

Profiling

GRE will combine the information collected on our websites and from other sources in order to offer you the best (online) experience and service.

Trade show

As a visitor or exhibitor of our trade shows you supply PLANTARIUM|GROEN-Direkt with personal data, for example when registering as a visitor, taking part as an exhibitor or by requesting information.

Personal data

The following personal data may be processed by PLANTARIUM|GROEN-Direkt:

- Name and address;
- Contact details such as email address and telephone number;
- Sex;
- Company name;
- Job title;
- Date of visit;
- Number of visits;
- Internal registration number;
- Fields of interest;
- Opt-in information;
- Visitor registration;
- Badge- & tickets cans;
- Decision-making authority;
- Sector of employment;
- Means of transportation;
- Click behaviour;
- Historical transactions;
- IP address;
- Content of your communication with PLANTARIUM|GROEN-Direkt;
- Data from evaluations and customer surveys;
- VAT number;
- Social media;
- Order and payment details;
- Signature.



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Purposes of the processing

In providing its services, PLANTARIUM|GROEN-Direkt processes your personal data for various purposes such as:

- Communication, including answering questions and dealing with complaints;
- Keeping you abreast of news, current events, products, and services;
- Organising and executing services related to your visit to or participating in the PLANTARIUM|GROEN-Direkt trade show;
- Registration;
- Distribution of login codes;
- To execute and process orders and requests;
- Marketing activities;
- PR and customer relationship management;
- Generating leads;
- Implementing customer acquisition procedures;
- Cross-selling and upselling;
- Improving the level of service;
- Implementing special offers and competitions;
- Providing customer service;
- Executing customer surveys;
- Reporting and analysis;
- Invoicing and payments;
- Solving of disputes;
- Making payments;
- Collecting payments;
- To contact buyers and suppliers;
- Approval of stand design and the distribution of information in this regard;
- Regulatory compliance and compliance with court orders.

Photo and video

During our events, photos or videos can be taken with attendees such as visitors, speakers, sponsors or exhibitors. These photos and videos can be used for promotional or commercial purposes as permitted by law. PLANTARIUM|GROEN-Direkt will ask for consent if necessary. You have the right to withdraw your consent at any time. However, such a withdrawal does not affect the lawfulness of any processing carried out before you withdraw your consent. If no consent is required, PLANTARIUM|GROEN-Direkt relies on its legitimate interest to process your personal data for this purpose.

Third parties

When performing its services, PLANTARIUM|GROEN-Direkt may exchange your personal data with other organisations, who are involved in organising and implementing the events arranged by PLANTARIUM|GROEN-Direkt, such as exhibitors, IT suppliers and suppliers of other services offered to visitors and exhibitors. We may also supply your personal data to third parties, who may contact you about services that supplement those provided by PLANTARIUM|GROEN-Direkt.

PLANTARIUM|GROEN-Direkt may also exchange your personal data with any other third parties as necessary to enable us to enforce our legal rights, or to protect the rights, property or safety of our employees or in order to comply with a statutory obligation. For example, the police or the municipal authority can request data from us.



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Websites and social media

If you complete a web form, subscribe to one or more of our newsletters or contact us by using the online contact form, you will leave behind personal data. We can also collect data on the use of our websites, such as which pages are viewed.

Personal data

The following personal data may be processed by GRE through the website and by means of online communication:

- Name and address;
- Contact details such as email address and telephone number;
- Sex;
- Company name;
- IP address;
- MAC address device, IMAP, IMEI and other device identifiers;
- Content of your communication with GRE;
- Route planner;
- Content of complaints;
- Information about lost property;
- Social media profiles;
- Chat history;
- Screen images;
- Data on behaviour on online channels (recognizable by several ID's on social media, e-mailings and by the use of analytical cookies);
- Order and payment details.

Purposes of the processing

In providing its services, GRE processes your personal data for various purposes such as:

- Keeping you abreast of news, current events, products and services;
- Communication, including answering questions and dealing with complaints;
- Marketing activities;
- PR and customer relationship management;
- Offering personalised advertisements and content;
- Monitoring, collecting and following up on leads;
- Generating leads;
- Implementing customer acquisition procedures;
- Cross-selling and upselling;
- Improving the level of service (including online service);
- Implementing special offers and competitions;
- Arranging a route planner;
- Providing customer service;
- Reporting and analysis;
- Regulatory compliance and compliance with court orders;

GRE uses your e-mail address with your permission to send you a newsletter. We can measure to what extent the newsletters are opened. You can unsubscribe via the 'unsubscribe' button.



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Third parties

For the purposes of online communication GRE uses the services of other parties such as the website hosting party, cookie providers and providers of social media channels.

Situations may also occur in which we have a statutory obligation to disclose your personal data to third parties. For example, the police or the municipal authority may require us to supply data.