

LUITEN FOOD PRIVACY STATEMENT (EN)

Luiten Food B.V.

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1. INTRODUCTION

- 1.1** The Luiten Food privacy statement relates to the processing of personal data within the meaning of Regulation (EU) 2016/679 General Data Protection Regulation (hereinafter: "GDPR") by the company incorporated under Dutch law Luiten Food B.V., as well as its affiliated companies, registered with the Dutch Chamber of Commerce under registration number: 27052765 (hereinafter: "Luiten Food", "us", and "we").
- 1.2** Your personal data could be processed by Luiten Food, for example in the context of your purchase of Luiten Food Products and Services, your visit to our websites (luitenfood.com), or in connection with your contact with us.
- 1.3** In this privacy statement, you can find information about how Luiten Food processes personal data and how you can contact Luiten Food to invoke your rights. The privacy statement also contains additional information that may be relevant to you.

2. CATEGORIES OF PERSONAL DATA

- 2.1** We could process one or more of the following categories of personal data about you:
- Personal details (First and last name; gender; date of birth)
 - Personal contact details (Address; phone number; e-mail address)
 - Business contact details (business e-mail address, business phone number, other employer-related details)
 - Company details (Bank account number, Chamber of Commerce number, VAT number)
 - Device data (IP address, Location data, Internet browser and device type)
 - Online activity (Data about your activity on our website; Data about your browsing behaviour across different websites when they are part of an advertising network, newsletter subscription or unsubscription)
 - Other data about our customers and/or employees of our customers, or customers of our customers or suppliers of our customers and their employees, in connection with the purchase of Luiten Food Products and Services;
 - Other personal data you share with us.
- 2.2** We do not process special categories of personal data, such as racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data for the purpose of unique identification, health data, or data relating to sexual behaviour or sexual orientation.
- 2.3** We do not intend to collect data on persons under 16 years of age. However, we have no technology available to check whether a person is older than 16. We advise parents to be involved in their children's online activities to avoid collecting personal data about children without parental consent. If you suspect that we have processed personal data about a minor without parental consent, please contact us immediately and we will delete that personal data.

3. PURPOSES OF PROCESSING PERSONAL DATA

- 3.1** We may only use your personal data for the purposes for which they were processed.
- 3.2** We generally process mainly contact data, to keep in touch with you and to implement and enforce our agreements on the use of the Luiten Food Products and Services.
- 3.3** We process personal data for the following purposes:
- Calling you, emailing you, or otherwise contacting you, if necessary to carry out our services;
 - Deliver goods to you at the address you provide;
 - Providing you with answers to questions you asked us;
 - Informing you of changes to Luiten Food Products and Services.
 - Sending you our newsletter and/or promotional leaflets, if you have given your consent.
 - Luiten Food analyses visitor behaviour on our website in order to improve the website.
 - Luiten Food analyses visitor behaviour on our website to tailor offers of Luiten Food Products and Services to the preferences of the website visitor, if the website visitor has given permission for this with his or her (cookie) settings. Luiten Food analyses surfing behaviour of visitors to our website across various websites in order to tailor offers to the preferences of the website visitor, if the website visitor has given permission for this with his or her (cookie) settings.

3.4 Processing your personal data is not a statutory obligation for you. We may be legally obliged to process your personal data to comply with tax and other statutory obligations.

4. BASIS FOR PROCESSING PERSONAL DATA

4.1 We may only process your personal data if there is a legal basis for doing so. The basis for processing your personal data is, in most cases, a legal obligation of Luiten Food to retain certain (personal) data, the performance of the agreement with you to purchase Luiten Food Products and Services, or your consent.

4.2 In exceptional cases, the basis may be that Luiten Food has a legitimate interest in processing your personal data, in which case you have the right to object. You can indicate in your objection why in your situation we do not have a legitimate interest in processing your personal data, or why in your situation your privacy interest outweighs the legitimate interest. Look under "Your Rights" to see how you can submit a written substantiated objection to Luiten Food.

4.3 For the use of your location data and for sending the newsletter, the basis is always your consent, which we ask you for before use.

4.4 You have the right to withdraw your consent to the processing of your personal data at any time. Withdrawal of consent does not affect the lawfulness of the consent-based processing operations that took place before such withdrawal.

4.5 Failure to provide necessary information or withdrawal of consent may result in some Luiten Food Products and Services no longer being able to be offered, or no longer being offered optimally.

5. COOKIES

5.1 On our websites, we use technology that can read information from your devices or store information on your device (hereinafter "cookies"). A cookie is a small text file that is stored in the browser of your computer, tablet or smartphone the first time you visit a website. For more information, read our cookie statement here: < [link](#)>.

5.2 Our website uses functional, analytical and tracking cookies:

- a. Cookies with purely technical functionality ensure that the website works properly and that, for example, your settings are remembered.
- b. Cookies with an analytical functionality allow us to keep track of statistics about how many visitors our website gets, which pages are most frequently viewed and how long a page is viewed. We use a cookie from Google for tracking statistics, as part of the "Google Analytics" service. The information is stored by Google on servers in the European Economic Area. We always strive to select the most privacy-friendly settings provided to us by Google Analytics.
- c. Tracking cookies can pass on your usage behaviour to advertising networks. Your usage behaviour is combined by the ad networks with similar information they obtain from your visit to other websites on which they advertise. Based on this, an interest profile is created about you, in order to show you relevant ads on other websites, which are tailored to this interest profile, a sufficiently detailed interest profile can qualify as personal data. Cookies are also placed on this website by third parties, these include advertisers and/or the social media companies.

5.3 You can delete placed cookies via your browser and disable the acceptance of (certain) new cookies. You can also delete information previously stored via your browser settings. The following hyperlinks contain more information on how to adjust this setting in different internet browsers: [Chrome](#) [Microsoft Edge](#) [Firefox](#) [Safari](#).

6. RETENTION PERIODS

6.1 Luiten Food does not retain your personal data longer than necessary for the purposes for which the personal data were processed.

6.2 As an exception to the main rule mentioned in 6.1, Luiten Food may keep your personal data for longer insofar as necessary to comply with a statutory obligation, such as fiscal retention periods.

7. RECEIVERS

7.1 Luiten Food may share your personal data with third parties in circumstances where there is a basis to do so, for example if this is necessary for the performance of an agreement with you, or to comply with any legal obligation.

7.2 As a company, Luiten Food uses external service providers. External service providers may receive and process your personal data to the extent necessary for the performance of their tasks on our instructions. External service providers do not receive more personal data from us than necessary to perform their tasks. External service providers that Luiten Food uses include: hosting providers, IT suppliers, payment service providers, subcontractors, external payroll and time registration.

7.3 Luiten Food concludes a data processing agreement with companies that process your personal data on our assignment, in the manner prescribed in the GDPR, for example to ensure that external service providers treat your personal data confidentially and have appropriate technological and organisational security measures in place.

8. SOCIAL MEDIA/ WEBSITES AND THIRD-PARTY CONTENT

- 8.1** As part of the functionality of our website, for example "buttons" on our website may link the website visitor to online accounts (hereinafter "social media account") that the website visitor has created with third-party social media platforms (hereinafter "social media platform").
- 8.2** By allowing our website to access a social media account, we may have access to the content of the social media account, including but not limited to interests and friends lists, depending on your privacy settings with the social media platform. Depending on the privacy settings you or third parties have set, personally identifiable information about you or third parties through the social media account may be visible on our website. Your user relationship with the social media platform is governed solely by your user agreement(s) with that social media platform. We make no effort to review any social media for any purpose, including but not limited to, for accuracy, legality, or non-infringement of a social media account's content. We advise you to always consult the social media platform's privacy policy for yourself.
- 8.3** Our website may contain links to third-party websites. Third-party websites and their content are not investigated or checked by us for accuracy, suitability or completeness, content, objectionability, opinions, reliability, privacy practices or other policies. Please always consult the privacy policies of the third-party websites yourself.
- 8.4** We may allow advertisers to display their ads and other information on certain parts of our website, such as sidebar ads or banner ads. We only provide the space to display such ads and have no other relationship with advertisers.

9. SECURITY

- 9.1** Luiten Food takes the protection of your data seriously and takes appropriate measures to counter abuse, loss, unauthorised access, unwanted disclosure and unauthorised modification. If you have the impression that your data is not properly secured or there are indications of abuse, please contact us via our customer service or via privacy@luitenfood.com.
- 9.2** Luiten Food has taken at least the following measures to secure your personal data:
 - a. Security software, such as a virus scanner and firewall.
 - b. TLS (formerly SSL) We send your data over a secure internet connection. You can tell this by the 'https' address bar and the padlock in the address bar.
 - c. DKIM, SPF and DMARC are three Internet standards we use to prevent you from receiving e-mails on our behalf that contain viruses, are spam or are intended to obtain personal (login) data.
 - d. DNSSEC is additional security (supplementary to DNS) for converting a domain name (#company_website) to its associated IP address
 - e. (server name); it is provided with a digital signature. You can have that signature checked automatically. This prevents you from being redirected to a false IP address

10. YOUR RIGHTS

- 10.1** You have the right to request Luiten Food to inspect and correct, delete and block your personal data, or to object to the processing of your personal data on the grounds of Luiten Food's legitimate interests. You have the right to data portability under certain circumstances.
- 10.2** You have the right to file a complaint with the Data Protection Authority, in the Netherlands this is the "Autoriteit Persoonsgegevens".
- 10.3** You have the right to withdraw your consent, if any, to the processing of personal data at any time. Withdrawal of consent does not affect the lawfulness of the consent-based processing that took place prior to such withdrawal. Withdrawal of your consent may result in Luiten Food no longer being able to provide certain services to you.
- 10.4** If you wish to exercise your right to object and/or right to data portability or have other questions/comments on personal data processing, please send a specified request to privacy@luitenfood.com.
- 10.5** Luiten Food B.V. will respond to your request as soon as possible, but in any case within four weeks.

11. CHANGES

- 11.1** This privacy statement is subject to change. We will publish the most recent version of this statement on our website.