

## **KERNFARM PRIVACY STATEMENT**

### **INTRODUCTION:**

Kernfarm takes your privacy very seriously and will process and use data concerning you (the data subject) securely. In the Privacy Statement, we explain which of your data we process and the purposes for which we do this. The Privacy Statement also explains your rights relating to our processing of your personal data. We advise you to read this Privacy Statement with care. If you have any questions, please contact the Kernfarm Data Protection Officer at any time via [info@kernfarm.com](mailto:info@kernfarm.com).

### **WHO IS KERNFARM?**

Kernfarm is Kernfarm BV, with its principal place of business at De Corridor 14D, 3621 ZB Breukelen, registered in the Commercial Register of the Chamber of Commerce under number 61111589.

Kernfarm is the controller for the purpose of the processing of your personal data by Kernfarm.

### **HOW DOES KERNFARM USE YOUR DATA?**

An overview of the purposes for which Kernfarm processes your personal data is presented below. This states which personal data Kernfarm processes for each specific purpose, what the legal grounds are for authorisation to process these data and for how long Kernfarm keeps the data. In order to keep this transparent, we have grouped everything by type of data flow.

#### *Service provision, customer management and financial administration*

Objectives:	Management of orders
Data:	Delivery address, invoicing address, e-mail address, payment details
Grounds:	Execution of the contract
Term for saving:	As long as necessary for this purpose
Purpose:	Financial administration
Data:	Name, company name, invoicing address, bank details (name of bank/IBAN/BIC)
Grounds:	Execution of the contract
Term for saving:	As long as necessary for this purpose
Purpose:	Customer Relationship Management (CRM) system

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Data:	Name, user name, e-mail address, location, ordering history, social media, user ID, telephone number
Grounds:	Execution of the contract
Term for saving:	As long as necessary for this purpose

#### *Marketing*

Purpose:	Direct marketing
Data:	Name, e-mail address, postal address
Grounds:	Execution of the contract
Term for saving:	As long as necessary for this purpose

### **HOW DO WE OBTAIN YOUR PERSONAL DATA?**

Kernfarm holds data concerning you because you provided us with data and because Kernfarm received data from other parties.

### **WHAT ARE YOUR RIGHTS?**

Under the European General Data Protection Regulation, you have a number of rights relating to your data and their processing:

#### *Access*

If you wish to view your personal data that Kernfarm has recorded, you can submit a request to view the data.

#### *Changes*

If you wish to make changes to the personal data that you have viewed as a result of a viewing request, you can submit a request for this to Kernfarm. You can ask Kernfarm to change, improve, supplement, erase or restrict your data.

#### *Limitation of the processing*

Subject to conditions, you also have the right to ask Kernfarm to limit the processing of your personal data.

#### *Right of objection*

If a certain form of processing takes place on the grounds of the 'justified interest' of Kernfarm or a third party, you have the right to lodge an objection to that processing.

### *Data portability*

You have the right to receive your personal data from Kernfarm. Kernfarm will provide this in a structured and customary format which can be opened simply in other common digital systems. In this way, you can also transfer your data to another provider.

### *Withdrawal of consent*

In all cases in which the grounds for a particular form of processing requires your consent, you have the right to withdraw your consent. This has no consequences for the past, but does mean that we may no longer process those data. It is possible that as a result, Kernfarm will no longer be able to provide you with certain services.

### *Response by Kernfarm*

A request can be sent to [info@kernfarm.com](mailto:info@kernfarm.com). Kernfarm will grant your request as soon as possible, in any event within one month of receiving such a request. If Kernfarm rejects your request, we will state in our reply the reason why it has been rejected.

## **RECIPIENTS OF THE PERSONAL DATA**

Kernfarm may be required to provide your data to a third party, for example pursuant to a statutory obligation.

## **CAN THE PRIVACY STATEMENT BE CHANGED?**

The Privacy Statement can be changed. We therefore recommend that you check the Privacy Statement regularly for any changes.

## **WHO CAN YOU CONTACT WITH COMPLAINTS AND QUERIES?**

If you have any further questions concerning the Privacy Statement and the way in which Kernfarm uses your data, please send an e-mail to [info@kernfarm.com](mailto:info@kernfarm.com). You can also send an e-mail to [info@kernfarm.com](mailto:info@kernfarm.com) if you have a complaint concerning the way in which Kernfarm processes your data. In addition, you can always contact the competent national supervisory authority in the field of privacy protection. In the Netherlands, this is the Dutch Data Protection Authority (DPA).

## **COOKIES**

In order to be able to offer Kernfarm.com, we make use of cookies. A cookie is a small file that is sent with pages of this website and is saved by the browser on the hard disc of your computer.

**PURPOSE:** Google Analytics

**DATA:** anonymised data gathered on surfing behaviour

**FOUNDATIONS:** functioning, design, correct operation and improvement of our website

**TERM FOR SAVING:** As long as necessary for this purpose. We have not given Google permission to use the analytics information it has received for other Google services. Read the [privacy policy of Google Analytics](#)