



PRIVACY STATEMENT

Version 2.2

Van Iperen

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1. INTRODUCTION

The General Data Protection Regulation (GDPR) entered into force on 25 May 2018. As a result, the same privacy legislation now applies throughout the European Union (EU).

Van Iperen B.V. (referred to below as 'Van Iperen') respects your privacy. This Privacy Statement explains how we handle personal data.

This Privacy Statement applies to the collection, processing and use (referred to collectively below as 'processing') of personal data. Personal data may be processed as part of our business operations, and in connection with use of our website and our online service 'My Iperen'. When processing personal data we act strictly in accordance with the GDPR.

If, after reading this Privacy Statement, you still have questions regarding the way we handle personal data, if you wish to exercise any of the rights conferred by the GDPR that are mentioned in this statement, or if you wish to submit a complaint concerning the use of your personal data, please contact us via privacy@iperen.com. If you are not satisfied with the way your complaint is handled, or if you would prefer not to submit your complaint to us, you may instead submit it to the Data Protection Authority (Autoriteit Persoonsgegevens), via its website www.autoriteitpersoonsgegevens.nl.

2. MEANING OF LEGAL TERMS

In view of the fact that many legal terms are used in the GDPR, we have set out the most important definitions below, to assist you as you read the rest of this document.

- **Personal data:** any information relating to a natural person who can be identified either directly or indirectly, such as a name, address, email address or telephone number.
- **Data subject:** the person to whom the personal data relates, or his/her representative.
- **Processing of personal data:** any operation performed on personal data, including:
 - the collection, recording and organisation of data;
 - the retrieval, alteration or accessing of data;
 - the supply of data to others;
 - the restriction or destruction of data.
- **Processor (controller):** the person or organisation which processes data on behalf of the controller.
- **Processing agreement:** an agreement in which the controller and the processor set out arrangements concerning the processing of personal data.

3. PURPOSE OF PROCESSING PERSONAL DATA

Data will be processed on the basis of one or more of the grounds listed below, as referred to in article 6 of the GDPR:

- Legal obligation
- Performance of a contract
- Consent of the data subject(s)
- Legitimate interests

Van Iperen will process the personal data solely for the purposes listed below:



- Performance of contractual arrangements/agreements
 - Drafting of quotes
 - Drafting of 'pro forma' invoices
 - Drafting of contracts of sale
 - Supply of products and services
 - Collection of invoiced amounts
- Measuring and improving customer satisfaction
 - Market research
 - Evaluations
 - Handling of complaints and requests
- Informing customers and business associates
 - Newsletters and news reports
 - ViP customer magazine
 - Invitations to events
 - Marketing campaigns
- Improving online services
 - Our website
 - "Mijn Iperen" an online order management system web-based and app
 - Digital agricultural cultivation and consultancy tools such as
 - "Mijn Scouting" web-based and app
 - "Mijn Precisie-teelt Plus / Mijn PT+"
 - "Mijn Water"
 - "Mijn Fertigatie"
 - "Mijn Groei"
 - "Mijn Bedrijf"
 - "Mijn Bemesting"
 - "Mijn Voeding"
 - "Mijn Bewaring"
 - "Mijn Graan"
 - "Mijn Afname"
 - And any potential future digital tools.
 - TMS (Transport Management System) web-based and app
- Complying with legal and statutory obligations
 - Legislative precursors
 - ID document number
 - VLM (Flemish Land Agency) registration
 - Delivery address details in Belgium
 - Quantities of fertilizers supplied, which must be reported according to Flemish legislation and app
- Recruitment and selection

4. PERSONAL DATA WE PROCESS

We process the following data:

On each company:

- Company name
- Given name and surname of contact(s)
- Address
- Postcode



- Town/city
- Country
- Email address
- Chamber of Commerce registration no.
- VAT (BTW) number
- Bank account number
- Crop
- Land registry data
- Payment history
- Delivery instructions
- Size (in ha)

On each contact:

- Job title
- Date of birth
- Citizen service number (BSN)
- Spraying licence number and validity
- Income data
- Financial data
- Data concerning transport and shipping
- Telephone number
- Email address

Other

- For TMS (Transport Management System):
 - GPS locations are tracked when using the app (also in the background) for:
 - Real-time tracking of transport units
 - Delivery times for customers and employees
 - Optimizing the logistics process
 - GPS locations are only tracked when a ride is active
 - Access to the camera and photo library for reporting complaints or unsafe/unwanted situations in the logistics process
- My Iperen 2
 - GPS locations are used for:
 - Pre-selection of the plot/greenhouse in case of an ad hoc registration
 - Save the location with an ad hoc registration
 - Access to the camera and photo library is used when creating an ad hoc registration to add photos to the registration.
- My Scouting
 - Access to the camera and photo library is used when adding photos to the registration. This is to clarify the registration.
 - Only the minimum data needed for the purposes listed above will be processed.

5. DATA PROTECTION

We have taken appropriate technical and organisational safety precautions to protect your personal data from loss, misuse and unauthorised access by third parties. We have also stipulated that our ICT provider must also take such appropriate technical and organisational precautions.



6. RIGHTS OF DATA SUBJECTS

You have the right to enquire (via privacy@iperen.com) what data pertaining to you are stored, how long they are stored and for what purpose. This is described in article 10 of this statement. In the event that inaccurate data have been recorded, you have the right to have them amended. You may withdraw the consent you gave for the processing of your personal data at any time.



7. DATA BREACHES

A data breach is a security incident in which personal data are lost or in which incorrect processing of personal data may have occurred. In the event that a data breach is detected we will, within the statutory frameworks:

- determine the impact on all parties concerned
- ensure suitable measures are taken to limit the damage you incur
- ensure a suitable solution is put in place to prevent such a data breach in future
- notify you and the Data Protection Authority of the data breach, if applicable.

8. CONFIDENTIALITY OF PERSONAL DATA

We are obliged to keep all personal data that we process for you confidential vis-à-vis third parties. This applies to data that we receive from you and/or data that we collect ourselves.

In this connection, you may be assured of the following:

- We will ensure that all our staff comply with this duty of confidentiality. This refers to staff in the broadest sense of the word, and therefore includes interns and freelancers.
- This duty of confidentiality will not apply:
 - if you have given your explicit consent for certain personal data to be shared with others or
 - a legal obligation exists to supply certain personal data to another body or individual, such as the public prosecutions service.
- When we use the services of a third party we will unconditionally ensure that this party consents in writing to the same duty of confidentiality as we have agreed with you.

We will share your personal data with third parties only in so far as necessary to provide our services, taking into account the purposes specified above. We have entered into a processing agreement with the third parties who process your personal data on our behalf. This processing agreement contains arrangements pertaining to how these organisations handle your personal data.

9. MONITORING WEBSITE VISITS

When you visit or use our websites, services, applications, communication services (such as email) and tools, we may use cookies and similar technologies. Through these technologies, we process data such as cookie identifiers, device and browser characteristics, pages visited, and click or conversion events. We share information about website use with our analytics partners and, after you have consented to marketing cookies, with our social media and advertising partners. To measure the effectiveness of our online campaigns, we use Google Ads conversion tracking (including via Google Tag Manager). If we use remarketing in the future, we will do so only after obtaining your consent via the cookie banner; you can change your choice at any time in the cookie settings.

We combine data from different sessions to identify trends and patterns. These data are pseudonymised and cannot be directly linked to you as an individual. The purpose is to improve the functioning of our website, optimise campaigns and carry out usage analyses.



10. DATA RETENTION

Van Iperen does not retain your personal data for longer than necessary for the purposes for which they were collected, or for as long as we are legally required to do so. We apply an internal data retention policy:

- Newsletters: Your name and email address are stored by our email service provider until you unsubscribe. You can unsubscribe using the link at the bottom of the newsletter or by sending an email to info@iperen.com.
- Contacting us: Data you share with us by email (such as your name, company name and email address) are retained on our email server for up to seven years in connection with administrative obligations.
- Website visits: When you visit our website, we process technical usage data, including the IP address (truncated where possible) and the pages visited. These data are pseudonymised and cannot be directly linked to you. They are retained in our analytics tools (such as Google Analytics and Microsoft Clarity) for up to 2 years.
- Contractual obligations:
 - Name: 4 years after the date of the last transaction or contact
 - Address, postcode and place of residence: 4 years after the date of the last transaction or contact
 - Contact details (telephone and email): 4 years after the date of the last transaction or contact
 - External payment information: 4 years after the date of the last transaction or contact
 - Other data: 4 years after the date of the last transaction or contact

11. AMENDMENTS TO PRIVACY STATEMENT

We have the right to amend this Privacy Statement at any time, without prior notification. Amendments to this Privacy Statement will be published on our website. Please consult our website www.iperen.com regularly.

12. QUESTIONS AND CONTACT

If you have any questions or comments about this Privacy Statement and the processing of your personal data, please contact our Privacy Officer at privacy@iperen.com.