

# Privacy Policy



This privacy policy sets out how AgroCares, a trade name of Care4Agro B.V., or its affiliates (together “AgroCares”), uses and protects any information relating to you that AgroCares collects.

AgroCares is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using its webshop, mobile applications, portals or purchase its services and/or products, then you can be assured that it will only be used in accordance with this privacy statement. AgroCares may change this policy from time to time. You advise you to regularly check this policy to be informed of any changes and to ensure that you are happy with any changes.

**Version date: February 03 2023**

## What we collect

### We may collect the following information:

- name and job title
- company details
- contact information, including address, phone number and email address
- date of birth
- gender
- location
- written communications between you and us
- account information, such as user name, password, account activity language preference
- information regarding performed analyses, such as its results, location and our associated advice
- information with regard to your purchases of products and services, such as order dates, characteristics and numbers, license key numbers and product characteristics and serial numbers
- information relating to your warranty claims, repairs and complaints
- demographic information such as zip code, preferences and interests
- IP- and MAC addresses, information about your behavior on our webshop, portal or application (e.g. what sections you visit, the time and length of your visit and what you click on)
- your preferences for receiving our newsletters and commercial offers.

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## What we do with the information we gather

We only process your information for predetermined and legitimate purposes. Also, we only process your personal data when one of the legal bases under the General Data Protection Regulation applies. Some of the information that we acquire about you, is necessary for us to meet our contractual obligations in relation to you. For example, we need your personal information and address in order to deliver your purchased products. Find an overview of our purposes and the relevant legal bases below:

Purposes	Legal bases
Customer/partner administration	Performance of a contract, legitimate interest
To provide our services, including access and use of the webshop, portals and apps	Performance of a contract, legitimate interest
To provide our products, including shipping	Performance of a contract, legitimate interest
To communicate with you and to provide you help/support, including repairs	Performance of a contract, legitimate interest
To improve our products and services or to develop new products and services	Consent, legitimate interest
To send you promotional emails about new products, special offers or other information which we think you may find interesting	Consent, legitimate interest
To contact you for market research purposes	Consent, legitimate interest
To customize the website to your interests and to show you personalized advertisements	Consent, legitimate interest

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When we process your personal data on the basis of our legitimate interest, this includes our interest:

- to ensure network- and information security
- to provide you with a website that is high quality and has full functionality, including personalized content
- to contact you in connection to answer your posed questions
- of commercialization of AgroCares and the acquisitions of commercial information, including user experiences.

## Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data are removed from the system.

Overall, cookies help us provide you with a better functionality, by enabling us to monitor which pages/sections you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

## Links to other websites

Our webshop, mobile applications and portals may contain links to enable you to visit websites of third parties. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

AgroCares may share your information with the following parties:

- its (professional) service providers, such its hosting providers
- its reseller partner with whom you have entered into a contract
- its affiliated companies
- any third parties to with whom you choose to share your information by means of the sharing functionality in our apps, this includes any third party vendors
- its advisors (such as lawyers, auditors and accountants)
- any courts, governmental bodies/authorities if mandated due to legal or regulatory requirements.

Access to your information will be limited to those persons in our organization that require access for the performance of their tasks.

## International data transfer

We may transfer your information outside the European Union to countries that, according to the European Commission, do not provide an adequate level of protection. For example to our non-EU affiliate. We will make sure that suitable safeguards are put in place for such transfers. In case of our non-EU affiliate we have put in place standard contractual clauses. We will use our best endeavours to make sure that any transfers by us to non-adequate countries satisfy the requirements under the General Data Protection Regulation.

## Retention

We keep your information as long as it is required for the purposes for which it was initially collected, which may vary depending on the type of personal data collected and its purposes.

## Controlling your personal information

If we process your personal information, you may:

- ask to gain access to your personal information
- ask for rectification or erasure of your personal information
- ask for restriction of the processing of your personal information
- object to our processing of your personal information
- execute your right to data portability
- lodge a complaint with your local supervisory authority
- withdraw your consent at any time.

You may contact us by emailing us at [info@agrocareds.com](mailto:info@agrocareds.com) with your request.