

SV BLUMEN EXPRESS GMBH PRIVACY STATEMENT: CUSTOMER DATA PROCESSING

This privacy statement is to inform you about the personal data we collect in the context of our administration of customer data, and how we use this data.

WHO ARE WE?

The company responsible for processing the information described in this privacy statement is :

SV Blumen Express GmbH

Veilingstraße R1118

47638 Straelen

Germany

If you have questions about this privacy statement, you can reach us by e-mail to info@sv-blumenexpress.de or by contacting us at the above address.

WHICH PERSONAL DATA DO WE PROCESS?

In the context of client registration and administration and if you visit any of our events or use any of our digital services (website, webshop, app, social media channels, newsletters), we collect and store various information :

- Your name, address, city, phone number, fax, email address, VAT number;
- Financial data (Bank account; Swift code; IBAN code; auction registration code);
- Data that we use to be able to supply and order or to deliver services;
- Data to calculate and register stocks and balances, make payments and to collect debts;
- Data to be able to maintain customer relationships.

We will retain the above mentioned information for a long as it is necessary to provide relevant services and maintain the customer relation , unless there is a legal requirement to hold it for longer.

WHAT DO WE USE YOUR INFORMATION FOR?

We use your personal data for the following purposes:

- To deliver and order goods and to deliver services;
- To calculate and register checks and balances and to make payments;
- To collect debts, of which also the handing over of our debts to third parties is included, as well as other activities of internal management;
- To provide or organize the transportation and delivery of goods and services;
- To maintain customer relations and inform you about special offers
- To mitigate differences and initiate auditor reviews;

- To cooperate with local taxation issues of any kind;
- The execution or implementation of a legal requirement.

ON WHAT BASIS DO WE PROCESS YOUR PERSONAL DATA?

We process your personal data within the context of executing agreements made between us. This concerns the agreement that we have with our customers for the delivery of flowers and foliage.

SHARING OF INFORMATION

All data provided to SV Blumen Express GmbH will be treated in confidence and, unless explicitly discussed or stated otherwise, will not be provided to third parties or made publicly available by SV Blumen Express GmbH, unless this is required by law or desired by the justice authorities or necessary for processing your order. The case may arise whereby we have to disclose your personal data due to a legal requirement, by order of a supervisory or other government body, to protect or defend our rights, to investigate illegal activities or alleged fraud, or to prevent or act against violations of applicable conditions. We also reserve the right to transfer personal data that we have collected about you in the event that we sell or transfer (part of) our business activities.

YOUR RIGHTS

We are aware that you have the following rights with regard to your personal data:

- The right to contact us freely and at reasonable intervals with a request to inform you whether your personal data is being processed, and if so, to inspect the information concerned.
- The right to have your personal data corrected or supplemented if it is incorrect or to have your personal data deleted or to limit its processing.
- The right to object to the processing of your personal data for direct marketing purposes.

If you wish to make a request on the basis of the above-mentioned rights, you can do this by sending an email to info@sv-blumenexpress.de. We may ask you for proof of identity for the purpose of verification. We will strive to respond to your request within the applicable legal timeframe.

CHANGES TO THIS PRIVACY STATEMENT

We reserve the right to alter this privacy statement from time to time and will inform you of any changes via the appropriate communication channels. At the bottom of this privacy statement you can see when it was most recently updated.

This privacy statement was last modified on: May 29th 2018