

Contact Information
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Sjaak Oosthoek is the Data Protection Officer of Fruitfactor B.V. You can reach him at info@fruitfactor.nl.

What is a cookie?

We use cookies on this website. A cookie is a simple small file that is sent along with pages from this website [and/or Flash applications] and stored by your browser on your device (computer/phone/tablet). The information stored therein can be sent back to our servers on a subsequent visit.

Use of permanent cookies

With the help of a permanent cookie, we can recognize you when you visit our website again. The website can therefore be specially tailored to your preferences. Even if you have given permission to place cookies, we can remember this by means of a cookie. This means you don't have to repeat your preferences, saving you time and making our website more pleasant to use. You can delete permanent cookies via your browser settings.

Use of session cookies

With the help of a session cookie, we can see which parts of the website you viewed during this visit. We can therefore adapt our service as much as possible to the surfing behavior of our visitors. These cookies are automatically deleted as soon as you close your web browser.

Our own tracking cookies

With your consent, we place a cookie on your equipment, which can be requested as soon as you visit a website from our network. This allows us to find out that in addition to our website, you have also been to the relevant other website(s) from our network. The profile built up in this way is not linked to your name, address, email address, etc., but only serves to match advertisements to your interests, so they are as relevant to you as possible.

Google Analytics

A cookie is placed on our website by the American company Google, as part of the "Analytics" service. We use this service to track and get reports on how visitors use the website. Google may provide this information to third parties if Google is legally obliged to do so, or insofar as third parties process the information on behalf of Google. We have no influence on this. We have/do not have allowed Google to use the obtained analytics information for other Google services.

The information that Google collects is anonymized as much as possible. Your IP address is explicitly not provided. The information is transferred to and stored by Google on servers in the United States. Standard Contractual Clauses are therefore part of Google's terms and conditions.

Our website includes buttons to promote ("like") or share ("tweet") web pages on social networks like Facebook and LinkedIn. These buttons work through pieces of code that come from Facebook or LinkedIn respectively. Cookies are placed through this code. We have no influence on this. Please read the privacy statement of Facebook or LinkedIn (which can change regularly) to read what they do with your (personal) data that they process via these cookies.

The information they collect is anonymized as much as possible. The information is transferred to LinkedIn and Facebook and stored on servers in the United States. Standard Contractual Clauses are therefore part of the terms and conditions of these parties.

Right to access and correct or delete your data

You have the right to request access to and correction or deletion of your data. Please see our contact page for this. To prevent abuse, we may ask you to identify yourself adequately. When it comes to accessing personal data linked to a cookie, you need to send a copy of the cookie in question. You can find this in your browser settings.

Enabling and disabling cookies and their removal

More information about enabling and disabling and deleting cookies can be found in the instructions and/or using the Help function of your browser.

Removal of tracking cookies placed by third parties

Some tracking cookies are placed by third parties who, among other things, display advertisements to you via our website. You can delete or permanently block these cookies via your browser settings.

Personal data that we process

Fruitfactor B.V. processes your personal data, such as name and email address, when you leave it on our website through the contact form or price list request form.

For what purpose and on what basis we process personal data

Fruitfactor B.V. processes your personal data for the following purposes:

- Handling your contact request;
- Sending our newsletter and/or advertising brochure;
- Sending our price lists;
- To be able to call or email you if necessary to perform our services;

Automated decision-making

Fruitfactor B.V. does not make decisions based on automated processing that can have (significant) consequences for individuals.

How long we keep personal data

Fruitfactor B.V. does not store your personal data longer than is strictly necessary. We use the following retention periods:

- Personal data: 7 years after the last transaction (Legal obligation).
- Personal details: 7 years after the last transaction (Legal obligation).

- Address: 7 years after the last transaction (Legal obligation).

Sharing personal data with third parties

Fruitfactor B.V. only provides data to third parties if this is necessary for the execution of our agreement with you or to comply with a legal obligation.

View, modify or delete data

You have various rights regarding your data. You can send a request to sjaak@fruitfactor.nl. For verification, we ask you to send a copy of your ID, with sensitive information shielded. We will respond to your request within four weeks.

You can also file a complaint with the Data Protection Authority via [this link](<https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>).

How we secure personal data

Fruitfactor B.V. ensures good security of your data. If you have concerns, contact sjaak@fruitfactor.nl. Among other things, we have taken the following security measures:

- Security software such as a