



PRIVACY STATEMENT

INTRODUCTION

Food For Analytics Intermediate Holding (hereinafter collectively referred to as: FFA). Due to the nature of our services, FFA has certain information about you.

In order to provide you with the best possible service, it is important that we know which FFA products and services you use.

In this privacy statement we have listed for you how we handle your personal data. You can read here which data we process about you and what influence you have on this.



BASIS OF PROCESSING

In order to process personal data, we must be able to rely on a legal basis. We rely on the following legal bases:

- Necessary for the execution of the agreement - such as, for example, for the provision of services, management and security
- Performance of a legal obligation - such as, for example, that we keep invoices for a period of at least 7 years for the tax authorities
- Legitimate interest - these are: improving services; inform about the use of the service; trend analysis; the prevention of fraud; marketing and sales
- Consent - e.g. for personalized marketing and sales

FFA Website	Information about visits	Information you leave behind	Link with your contact and usage data
Provision of the services	Yes	Yes	Yes, with cookies
Management and security	Yes	Yes	Yes, with cookies
Comply with legal obligation	N/A	N/A	Yes, with cookies
Improving services, trend analysis	Yes, with cookies	Yes, unless objection	Yes, with cookies
Marketing and sales process	Yes, with cookies	Yes, unless objection	Yes, with cookies
Providing to third parties for marketing	No	No	No



PERSONAL DATA THAT FOOD FOR ANALYTICS PROCESSES

If you visit our website, we will process the following information about you:

- Your IP address, the type and language of your browser, the time of your visit and the web address from which you reached our website, the pages you view on it, the links you click and the other actions that you undertake. We use cookies for this. More information about our cookies and the choices you can make can be found below;
- We can ask you for additional personal information, such as your e-mail address, name, home or work address or a telephone number. When you make a purchase or subscribe to a paid service, we ask you for additional information, such as your bank account number or ID number. In addition, we sometimes ask for profile information or demographic information, such as your zip code, age, gender, preferences, interests and favorites.

COOKIES

The FFA website use cookies and so-called 'page tagging' pixels (hereinafter collectively referred to as 'cookies'). Before a cookie is placed, we tell you on our websites about the types of cookies we use and the choices you can make about the cookies.

When accepting cookies, you can choose from two settings: 'Functional and analytical cookies' and 'Personal inside and outside the FFA website'.

You can choose 'No, set it yourself' or 'Yes, that's fine'. 'No, set it yourself' means that you choose 'Functional and analytical cookies'. In that case, only functional and statistical cookies are placed. These cookies ensure that our website function properly, that we can measure the use of our websites and that we can quickly discover problems. We also use these cookies to prevent fraud and to secure our website. You cannot disable the functional and analytical cookies.

If you choose 'Yes, that's fine', this means that you choose 'Personal inside and outside the FFA website'. In that case, in addition to functional and statistical cookies, we also place social media cookies and advertising cookies. Social media cookies are intended to share the content of our websites via social media. Advertising cookies are intended to measure how often an advertisement has been viewed on our website and to settle it with the advertiser. We combine the information we collect with these social media and advertising cookies with the contact and usage data we have about you because you are a customer of ours. In this way we can improve our websites and our services and show advertisements and offers that suit you better.



RETENTION PERIOD

FFA does not store your data for longer than is legally permitted and necessary for the purposes for which we use your data. How long certain data is kept depends on the nature of the data and what we process it for. The retention period can therefore differ per purpose.

After the retention period, your personal data will be deleted or anonymised. Anonymization means that your personal data is stripped of all possible identifying characteristics. What remains after that is statistical data that can no longer be linked to you in any way. This statistical data is important to us because we can use it to gain insight into the use made of our products and services.

VIEW, MODIFY OR DELETE DATA

You have the right to view, correct or delete your personal data. In addition, you have the right to withdraw your consent to the data processing or to object to the processing of your personal data and you have the right to data portability. This means that you can submit a request to us to send the personal data we have about you in a computer file to you or another organization mentioned by you.

You can send a request for access, correction, deletion, data transfer of your personal data or request for withdrawal of your consent or objection to the processing of your personal data to info@foodforanalytics.nl.

FFA would also like to point out that you have the opportunity to file a complaint with the national supervisory authority, the Dutch Data Protection Authority. You can do that via the following link:

<https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons>

CONTACT:

You can reach us at:

<https://www.foodforanalytics.com>

info@foodforanalytics.com

Food For Analytics

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