

## **Privacy policy KING Converting B.V.**

Durable solutions against root pressure and weeds for professional landscaping

We supply services relating to durable solutions against root pressure and weeds for professional landscaping. In doing so we may collect and process your personal data. Data which you yourself have supplied, for instance when requesting a quote by e-mail or telephone. On rare occasions we may also obtain your personal data from a third party in the performance of our services, such as your employer.

We are the controller for the processing of personal data as described in this policy statement. Our contact details are:

### **KING Converting B.V.**

Nobelweg 1, NL-3899 BN Zeewolde

Tel.: +31 (0) 320 232 422

Fax: +31 (0) 320 220 630

info@kingconverting.nl

[www.kingconverting.com](http://www.kingconverting.com)

## **Which kinds of personal data do we process?**

- Company details
- Contact details
- Invoice, payment and order details
- Contents of correspondence and contact requests
- Complaints, questions and comments
- Visits to our website
- Images (from our security cameras)

## **To what purpose do we process personal data?**

We need your personal data to keep you informed of our products or to sell and deliver our products to you. This applies to:

- Requests for information
- Quotation requests
- Correspondence
- Orders
- Deliveries
- Promotions
- Contacts with our sales team
- Sending newsletters and e-mails
- Handling complaints, questions and comments
- Invoicing
- Collecting payments and debt collection measures
- Meeting legal obligations
- Litigation
- Reports and analyses for the improvement of our service

## **On what grounds do we collect personal data?**

We may also collect your personal data because of a legitimate interest. I.e., we aim to provide our customers with the best service possible and to improve our service where improvement is due. In doing so, we shall always respect your privacy. This applies to:

- Customer satisfaction surveys
- Contacts with our sales team
- Personalised advice
- Social media

Furthermore, we have legitimate interests such as the security of our properties and our buildings and the protection of our financial interests. We may be legally obliged to use your data or you yourself may have given permission for your data to be used, for instance when you subscribe to the newsletter. We record such information.

## **Who has access to your personal data?**

We do not share your data with third parties, unless our service absolutely requires it. This exception concerns the following parties: delivery partners, suppliers, administrative office and IT service providers. Under no circumstances do we sell your data to third parties.

## **Where are your personal data stored?**

We record your personal data in our database. We ensure appropriate technical and organisational security measures. Your data may be stored outside the European Union, for example in the course of contact via social media, such as LinkedIn, Facebook, Google + or Twitter. These parties are certified under the EU-VS Privacy Shield and therefore subject to European privacy regulations. A mandatory notification of data breach is in force. If necessary, we shall inform you of any incident.

## **For how long do we store your data?**

We use and store your data for no longer than necessary. We may use your data for internal analyses, reports or market research. We adhere to certain periods, at the end of which we remove your data:

- Fiscal retention periods for invoice, payment and order data. After these we may use your data for internal assessments;
- A customer account becomes inactive if there has been no contact for more than 5 years. After this we will only use your data for internal assessments and market research;
- If you have registered for the newsletter, we store your registration. If at any time you decide that you no longer wish to receive the newsletter, we store your request to unsubscribe;
- Camera footage of our premises is stored for a period of no longer than 4 weeks or until any reported incidents have been resolved.

## **What are your rights?**

You are entitled to:

- access, adjust or remove your personal data;
- subscribe and unsubscribe to the newsletter;
- limit or withdraw your permission;
- demand a copy of the data we have stored relating to you;
- register a complaint regarding privacy.

In some cases it may occur that we are unable to accede to your request. If this happens, we shall inform you, stating the reason(s). In all cases we shall answer your request within one month.

## **Do you have questions or complaints?**

For requests, questions or complaints regarding your personal data and the protection of your privacy, you may contact us by any means available.

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KvK: 32077523

VAT No.: NL808337129B01

If you are dissatisfied with the way in which we have treated or are treating your privacy, you may apply to the Data Protection Authority.