

WEBSITE PRIVACY NOTICE
OVER-AMSTEL BOERDERIJ B.V.

Last Updated and Effective: 1-1-2024

At Over-Amstel Boerderij B.V. (“**Over-Amstel**”, “**us**”, “**our**”, or “**we**”), we are strongly committed to transparency and the protection and security of each of our website visitors’ and users’ (“**you**” or “**your**”) personal data. We collect your personal data and we are the “controller” under the applicable data protection laws, including the Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (the “**GDPR**”). This Website Privacy Notice is to help you understand what personal data we collect about you, why we collect it and how we use in relation to your use of our website.

If you do not understand any part of this Website Privacy Notice, you have any questions or complaints in relation to our use of your personal data, or if you would like to receive more information on the use your personal data by us, please contact us at info@over-amstel.com.

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1 HOW WE COLLECT YOUR PERSONAL DATA

The personal data we use is:

- a) provided by you (e.g. by subscribing to our newsletter, filling in forms on our website, participating in surveys or competitions, posting comments or content, contacting us or otherwise provide information directly to us);
- b) obtained through your browser or device or through our servers (certain information is collected by most browsers or automatically through your device, and we also collect your IP address or other device identifier (this enables us to recognise your computer or device when you use the website) via our server log files; and/or

- obtained through cookies. We collect certain data from cookies, which are pieces of data stored directly on the computer or mobile device that you are using. Cookies allow us to collect data such as browser type, pages visited, referring URL, language preferences, and other aggregated traffic data. Our site uses cookies to recognise you when you visit and use the website. This helps us to provide you with a good experience when you browse our website and also allows us to make any adjustments or improvements. [For more information on the cookies we use, the purposes for which we use them and ways to limit the use of cookies and similar technologies in relation to your browsers or devices, please see our Cookie Notice.]

2 TYPES OF PERSONAL DATA WE USE, FOR WHAT PURPOSES, AND THE APPLICABLE LEGAL BASIS FOR OUR DATA PROCESSING

We use the personal data in relation to your use of our website as set out in the “personal data” column below.

The overview also sets out each of the purposes for which we use your personal data and the legal basis we rely on for each type of personal data we process about you.

Personal data	Purpose	Legal basis
<p>Website (newsletter).</p> <p>Personal data when you submit to receive our newsletter, including your name, e-mail address.</p>	<ul style="list-style-type: none"> • Sending direct marketing communications to inform you on promotions, special offers and events. 	<ul style="list-style-type: none"> • Consent.
<p>Website (forms / surveys).</p> <p>Personal data when you complete forms on our website, participating in surveys or competitions, including email address, contact details and other information you provide us.</p>	<ul style="list-style-type: none"> • For administrative and internal business purposes (such as analysing and managing our businesses, improving and enhancing our offering including on our website, and identifying trends). • To administer our website for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes. • The IP address is processed to enable our website to work properly, troubleshoot problems, and prevent misuse of our website and/or attacks on our website. 	<ul style="list-style-type: none"> • Necessary for our legitimate interest to improve the visitor experience and to measure the effectiveness of our marketing campaigns and our advertising.
<p>Website (communication).</p> <p>Personal data in when posting comments or content, contacting us or otherwise communicate with us, including name, contact details,</p>	<ul style="list-style-type: none"> • To provide you with the information, products and services on our website or that you otherwise request, and communicate with you, or 	<ul style="list-style-type: none"> • Necessary for our legitimate interest of improving our assistance and providing assistance.

Personal data	Purpose	Legal basis
email address and other information you submit.	respond to your questions and comments.	
<p>Browsing data.</p> <p>Personal data such as log files, IP address, domain names of users' terminal, URI addresses, server request times and methods, server responses, other parameters concerning the operating system and the IT environment of you.</p>	<ul style="list-style-type: none"> ● To enable our website to work properly, troubleshoot problems, and prevent misuse of our website, attacks on our website and/or for controlling the website operation. ● Anonymization of the data. 	<ul style="list-style-type: none"> ● Necessary for our legitimate interest to operate, control, maintain and secure our website.

3 SHARING OF YOUR PERSONAL DATA

We will never sell your personal data or give it to anyone else for them to use for their own purposes without making that clear to you, however, we do sometimes still share your personal data in various ways, as set out below:

- (a) **Authorities / authorized bodies:** In response to a request for information from an authority or authorized **body** with jurisdiction over Over-Amstel or if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation. This includes requests related to national security or law enforcement requirements (e.g., for the provision of pensions, tax etc.). In such event we shall share your personal data with the relevant supervisory authority, investigative authority, courts, or other governmental body in compliance with applicable data protection and privacy laws;
- (b) **Service providers:** We engage various third parties to provide services to us for specific functions, and this will often mean that we need to share your personal data with them (it is in our legitimate interests to do so, since we may not have the capabilities to provide these services ourselves). Such companies are, for example:
 - (i) Website hosting and administrating companies;
 - (ii) Companies supporting us in managing our interactions and email communications (e.g., management software providers, cloud/IT service providers, etc.).

If a service provider qualifies as processor, we will sign a data processing agreement before sharing the data.

- (c) **Sharing data in connection with changes to our group structure or the ownership of our business:** We are not currently part of a corporate group, however, if we our ownership structure changes, we may need to disclose your personal data to the new owners or operators of our website as part of that process.
- (d) Auditors, accountants, forensic investigators or law firms, for group, statutory or other periodic audits, or as part of an investigation of suspected illegal activity.

Further, we may disclose or share your personal data if:

- a) We sell our company or part thereof (including separate assets), financing or acquisition of all or a portion of our business to another company, if we merge with another company, or during negotiations thereof, or in connection with a consolidation, change in control, bankruptcy, reorganization, or liquidation. In such event, we may share your personal data with the new owner or merging party respectively insofar allowed under applicable law; or
- b) We are subject to insolvency proceedings, as part of the sale of our assets by a liquidator (or similar).

If we share your personal data with third parties located outside the European Economic Area (“EEA”), we take steps to ensure that appropriate safeguards are in place to guarantee the continued protection of your personal data, particularly by signing the SCCs adopted by the European Commission (Article 46(2)(c) GDPR). For more information on these Standard Contractual Clauses, please see [here](#).

For transfers of personal data to the UK the following applies. The European Commission has determined that the UK offers an adequate level of data protection for personal data transferred within the scope of the GDPR from the EU to the UK (please see [here](#)). This means that your personal data will be subject to a level of data protection similar as in the EU, and, as a consequence, personal data may flow from the EEA to the UK without additional safeguards being necessary.

4 HOW WE SECURE YOUR PERSONAL DATA

We will ensure that appropriate technical and organisational measures are taken against unlawful or unauthorised processing of personal data, and against the accidental loss of, or damage to, personal data and we have in place procedures and technologies to maintain the security of all personal data from the point of collection to the point of destruction.

5 HOW LONG WE WILL KEEP YOUR PERSONAL DATA

We will not use, process, or hold your personal data any longer than necessary for the processing purpose described in this Website Privacy Notice. For example, where you have consented to receiving marketing communications from us will be kept until such consent is revoked or we no longer undertake marketing activities.

If we are subject to a statutory retention period, we will retain your personal data for at least the period specified by the law.

Notwithstanding the above, we may retain your personal data for the length of any applicable limitation period for claims that might be brought against us later, as well as during any litigation for which we need the personal data. Likewise, we may retain your personal data to make it available to the supervisory authority, investigative authority, courts, or other governmental body for the period specified by the law.

• WHERE WE STORE YOUR PERSONAL DATA

Over-Amstel stores your personal data on servers located in the EEA.

We do not send your personal data outside the EEA. If this changes you will be notified of this and the protections which are in place to protect the security of your data will be explained.

6 NO PROFILING

We currently do not use personal data for any form of automated processing which makes assumptions about you. If our practices change, we will ensure we inform you by updating this Website Privacy Notice.

7 YOUR RIGHTS

We set out your data protection rights under the GDPR in more detail below and give information on how you can exercise them. Most of these rights are not absolute and are subject to exemptions in the law. We will respond to your exercise of right request within one month but have the right to extend this period in certain circumstances. If we extend the response period, we will let you know within one month from your request. If your request is clearly unfounded or excessive, we reserve the right to charge a reasonable fee or refuse to comply with it in such circumstances.

- a. **Access your personal data.** You are entitled to ask us if we are processing your personal data and, if we are, you can request access to your personal data. This enables you to receive a copy of the personal data we hold about you.
- b. **Request the transfer of your personal data.** We will provide to you or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Please note, this right applies to the personal data you have provided to us and only if we use your personal data on the basis of consent or where we used your personal data to perform a contract with you.
- c. **Request erasure (deletion) of your personal data.** You are entitled to ask us to delete or remove personal data in certain circumstances. There are certain exceptions where we may refuse a request for erasure, for example, where the personal data is required for compliance with law or in connection with legal claims. When we need to rely on an exemption, we will inform you about this.
- d. **Request correction or updating of your personal data.** This enables you to have any incomplete or inaccurate data we hold about you corrected.
- e. **Request the restriction of our processing of your personal data in some situations.** If you request this, we can continue to store your personal data but are restricted from processing it while the restriction is in place.
- f. **Object to our processing of your personal data where we are relying on legitimate interest.** You also have a right to object where we are processing your personal data for the purposes of direct marketing or profiling. You can object at any time and we shall stop processing the information you have objected to, unless we can show compelling legitimate grounds to continue that processing.
- g. **Withdraw your consent.** Where you have provided your consent to our processing of your personal data you can withdraw your consent at any time. If you do withdraw consent, it will not affect the lawfulness of what we have done with your personal data before you withdrew consent.
- h. **Lodge a complaint at a supervisory authority:** we will do our best to resolve any complaint. However, if you feel we have not resolved your complaint, you have a right to lodge a complaint with a supervisory authority in the country where you live, where you work or where an alleged infringement of the applicable data protection law took place. A list of EU supervisory authorities and their contact details is available [here](#).

If we process your data pursuant on the legal basis of consent, you have the right to withdraw your consent for that specific processing at any time. Please note that the withdrawal of your consent does not affect the lawfulness of the processing based on your consent before its withdrawal.

If you want to exercise any of these rights, or withdraw your consent, please contact us at info@over-amstel.com.

8 CHANGES TO THIS WEBSITE PRIVACY NOTICE

We reserve the right to change this Website Privacy Notice from time to time.

If we choose to amend this Website Privacy Notice, we will revise the Last Updated and Effective date at the top of this document when we post the updated version on our website. If we make any substantive changes to this Website Privacy Notice (for example regarding the personal data we collect, how we use it or why we use it), we will notify you via email (if we have your email address) and/or we will add a statement on our website to this effect. Please check back frequently to see any updates or changes to our Website Privacy Notice.