

## How can you contact us?

If you have any questions about this Privacy Notice or about the way Agri Information Partners uses your Personal Data, please contact us:

Agri Information Partners,  
Agro Business Park 67  
6700 AG Wageningen  
The Netherlands

<https://www.agripartner.com>  
+31 317 471300  
info@agripartner.nl

## Introduction

Agri Information Partners (AIP) appreciates the interest you have shown in our company, products and services by visiting our websites ([www.agripartner.com](http://www.agripartner.com)) or related communication channels, including, but not limited to, our social media pages and/or channels and blogs (together "AIP Pages"). This Privacy Notice applies to the Personal Data that we collect or process when you interact with AIP Pages. You can interact with AIP through AIP Pages, through the purchase and use of our products/services, through marketing communications, as well as through our customer support. These interactions can be made by visitors, customers, business customers, suppliers and/or business partners.

AIP also processes Personal Data beyond our AIP Pages, which will require a different privacy notice (e.g. AIP Apps). Whenever and wherever that is the case, AIP will make it clear that the privacy notice concerned is different from this privacy notice.

Last but not least, your privacy is of sincere importance to us. You have shown your trust in us by interacting with our AIP Pages and we value that trust. This means that we are to protecting your privacy at all times

## What personal data do we collect and for which purpose?

When using the term "Personal Data" in our Privacy Notice, we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold.

When you fill in a contact form we collect the following Personal Data:

Name;  
Email address;  
Password;  
Company address  
Company phone number  
Organization Type  
Job title/specialty

We use this Personal Data to provide you with consumer and customer support (which may be product- or service related), respond to your inquiries, fulfil your requests and provide you with related customer service, such as repair or redeem products/services. We also use this Personal Data to improve, fix and customize our products and services, to meet compliance standards and to educate our Customer Care employees during training.

## **Sharing your Personal Data with others**

To our third party service providers who provide services such as website hosting, data analysis, payment/billing processing, order fulfillment, information technology and related infrastructure provision, customer service, email delivery, CRM, identity management, event management, marketing intelligence, auditing, fraud detection and other services.

AIP shall transfer Personal Data to a Third Party only as necessary to serve the Business Purpose for which the Personal Data are Processed

## **How we protect your Personal Data**

### **How do we secure your Personal Data?**

We seek to use reasonable organizational, technical and administrative measures to protect Personal Data within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the “How can you contact us?” section below.

### **How long will the Personal Data be kept?**

We will retain your Personal Data for as long as needed or permitted in light of the purpose(s) for which it was obtained. The criteria used to determine our retention periods include: (i) the length of time we have an ongoing relationship with you to participate in the AIP pages; (ii) whether there is a legal obligation to which we are subject; or (iii) whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

## **Your rights and choices available to you**

If you would like to submit a request to access, rectify, erase, restrict or object to the processing of Personal Data that you have previously provided to us, or if you would like to submit a request to receive an electronic copy of your Personal Data for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law), you may contact us via our [contact form](#). We will respond to your request consistent with applicable law.

In your request, please make clear what Personal Data you would like to have changed, whether you would like to have your Personal Data suppressed from our database, or otherwise let us know what limitations you would like to put on our use of your Personal Data. For your protection, we may only implement requests with respect to the Personal Data associated with your account, your email address or other account information, that you use to send us your request, and we may need to verify your identity before implementing your request.

You may also opt-out from receiving electronic communications from AIP. If you no longer want to receive marketing-related emails on a going-forward basis, you may opt-out by clicking the unsubscribe button at the bottom of each promotional email you receive from us.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (e.g. when you make a purchase or enter a promotion, you may not be able to change or delete the Personal Data provided until after the completing of such a purchase or promotion). There may also be residual information that will remain within our databases and other records, which will not be removed.

We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you opt-out of receiving marketing-related emails from us, we may still send you important administrative messages, from which you cannot opt-out.

If you make use of (some of) your choices and rights, you may not be able to use, in whole or in part, certain AIP Services.