

Privacy Policy

The General Data Protection Regulation (GDPR) concerns the lawful handling of personal data. To the parties concerned of whom the personal data are processed, the topic of how and why the personal data are being processed must be adequate and transparent. A legitimate goal must be present and the amount of data being processed must be appropriate for the goal in which the principle must be 'as little as possible'. The party responsible for the processing of the personal data must secure and, if necessary, update the personal data. The GDPR lists six possible legitimate interests for processing personal data. The below policy explains how Chicogrow BV (Chicogrow) handles this topic. The interests will be specified herein.

The purpose of data processing

Chicogrow needs personal data for the delivery of services relating to advice or registration, and sometimes for the delivery of products. Registrations and advice relating to crops are recorded in relation to an individual.

Additionally, Chicogrow processes personal data to pursue its legitimate interests. Opportunities to communicate with potential or existing customers are in accordance with this interest. Chicogrow processes personal data to send newsletters, other forms of direct marketing, invitations to meetings, etc. Chicogrow only does this if companies or persons have shown an interest in Chicogrow's products or services. The sending of all forms of information happens in accordance with the preferences of the involved party where possible and the involved party can at all times unregister for the receipt of said information.

Lastly, there may be other interests for which Chicogrow needs contact details. This may be the case if a client or other involved party has given permission to have their personal data recorded for a specific goal. Chicogrow may also record personal data on the basis of a legal obligation.

Online data collection

Chicogrow offers an online application as a service to its clients. The online application records advice given and crop registration. Additionally, the client can use this application to view their invoice history.

Current or new clients who make use of this service must register. This provides an implicit authorization for the processing of personal data. In this context, the requested personal data are used as identification to log in.

When someone navigates the Chicogrow website, data relating to the visit to the website are recorded. This information is used to further develop the website and for the user experience. This information is called cookies. The cookies on Chicogrow's website do not contain personal details and cannot be traced to a specific individual. The use of cookies on a website can be rejected or accepted.

The type of data being recorded

Chicogrow can record the following personal data:

- Company name, first name, and surname
- Address details where necessary, specified as invoice address, visitor's address, postal address, shipping address
- Contact details of the business relationship and, where applicable, contact persons of the business relationship such as phone, fax, or mobile phone number; e-mail address, language settings, and newsletter settings
- In the event of an agreement and where applicable, Ch. of Comm. number, VAT number, IBAN

Depending on the purpose of use, the above data are recorded on the basis of this taking place 'as little as possible'.

Sharing data with third parties

Chicogrow uses these details recorded in relation to individuals for the purpose for which they were provided or for another purpose described within this privacy policy. Above all, these data can be shared with sister companies or, if the involved party gives its consent for this, with third parties in relation to an otherwise defined goal.

Additionally, these data can be shared with – for example – service providers of websites and software developers that support Chicogrow in its provision of services by developing applications. Chicogrow concludes processor agreements with these companies to ensure the same level of security of your data.

Data may also be shared with other parties in the event of Chicogrow being subject to an acquisition or participating in a merger. Lastly, legislation may oblige Chicogrow to share certain data with authorities. Personal data are not shared with third party for commercial purposes.

Personal data security

Chicogrow takes appropriate organizational and technical measures to prevent both the loss of data and unauthorized access to the data. For this purpose, Chicogrow uses security technologies such as secure servers, personalized passwords, periodic software updates, firewalls, and physical security of locations where the personal data can be accessed. Unfortunately, a malicious attack on personal or other data can never be wholly ruled out.

Storage of the data

Chicogrow stores personal, crop-specific, historic data for an undetermined amount of time as this data is of significant value for statistical analyses and providing advice in the future. Although the data for this purpose is anonymized for use, the individuals concerned can submit a request to remove the personal data from the personal technical data as of a certain point.

Each individual involved has the right of access to their data at all times: With a personal online account, these data are immediately accessible in the secure online environment of the individual concerned. If this is not the case, these data can be requested from Chicogrow at all times.

If an individual concerned wishes to modify or delete data, then they can do so themselves for certain data. In the event that they cannot modify or delete data themselves, the individual concerned will need to contact Chicogrow. Registration and deregistration for newsletters can be done online and in every newsletter.

Questions and complaints

If you have any questions relating to the above policy or if you wish to modify or delete data, then please contact Chicogrow. Your request will then be handled as quickly as possible. You can contact us via telephone, e-mail, or post. In certain cases, a written request will be required.