

Privacy statement

Person concerned	Processing	Type(s) of personal data	Reason	Archived period
Grower and suppliers	Logistics process	Name, address, telephone number, e-mail address, transaction and financial data, company data	Implementing agreement	7 years after last activity
	My Royal FloraHolland (app and website)	Name, address, telephone number, e-mail address	Consent from person concerned	1 year after last activity
Business relations	Digital newsletter	Name, e-mail address	Consent from person concerned	Until resignation
	Subscription to Grow magazine	Name, address, telephone-number	Consent from person concerned	Until resignation
Visitor to location	Camera monitoring	Camera images	Vital importance of the person concerned, legitimate interest of the organisation	30 days after recording
	Organisation of events	Name, e-mail address, telephone number	Consent from person concerned	1 year after last activity
Visitor to website	Cookies (functional, analytical, marketing)	Masked IP-addresses, behaviour on the website	Consent from person concerned	1 year after last activity