

## Privacy Statement

### Introduction

This Privacy statement describes the collection and use of your personal information by NIZO food research B.V. (“NIZO”).

**Personal data** shall mean any information relating to an individual who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that individual.

**Processing** shall mean any operation which is performed on personal data, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

### How we process your personal data

Personal data automatically collected when you browse our website ([www.nizo.com](http://www.nizo.com) “Website”)

When you visit our Website for informational reasons, i.e. without being registered, we will automatically gather and store certain information (e.g. device type, the browser used, the date and time of visit, pages visited).

We use such data only to help us in providing an effective service (e.g., to adapt our website to the needs of your end user device or to allow you to log into our website). The personal data collected is necessary to provide you with the Website.

Registration for and use of our services and products

We will process personal data actively provided by you, e.g. when you register with us by setting-up a contact record, sending us requests or questions, prepare orders, or place orders or access downloads or conclude any type of contract. Such personal data may contain inter alia your name, e-mail address, contact details, company affiliation, country, request and order information.

NIZO collects and uses personal data only to provide you with the services you requested, to administer your contact record, identify you and to communicate with you. We also interact with you

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### NIZO food research B.V.

Kernhemseweg 2, 6718 ZB EDE, P.O. Box 20, 6710 BA Ede, The Netherlands

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via our general enquiry sections or responding to complaints or general feedback given by you on our services or because we had or have a contract with you in place.

As the case may be we may also contact you with regard to your satisfaction with our products and services and to conduct other surveys.

We use the personal data and contact data you provide by registration to inform you directly about our additional products and services.

You can object to the use of your personal data for direct marketing at any time. We will then refrain from any processing to the extent it is related to such purposes. You can inform us about your objection by sending an email to [info@nizo.com](mailto:info@nizo.com).

#### Data collected from third party sources

We may also collect personal data about you such as your name and contact details for providing you with information on products and services, coming from third party resources on trade fairs and webinar vendors we are organizing or participating in.

#### Newsletter

If you subscribe to our newsletter we will provide you with the latest news about our products and services. Your email address will be retained for as long as you are subscribed to our informational e-mails and for 36 months of inactivity thereafter.

You can unsubscribe from this service by opting-out via the link provided in each informational e-mail.

#### **Your personal data will be disclosed to the following parties:**

##### Internal use

Within NIZO, your personal data may be transferred to various departments of NIZO. The legal basis for such transfer is NIZO legitimate interest in the provision of a shared customer support, administration and internal IT department.

##### Third party recipients

We engage third party companies and individuals who assist us in providing our services and products or support us with certain functions of this website. Your personal data will be shared with the following categories of third parties and partly their sub-processors:

- Hosting and content delivery network services
- Billing and payment service providers
- Event organizers focused on the sharing of knowledge in the broadest sense

Our contractors will only use your personal data to the extent necessary to perform their functions and will be contractually bound to process your personal data only on our behalf and in compliance with our requests.

We may disclose your personal data if legally entitled or required to do so (for example if required by law or by a court order).

#### **On our social media pages**

When you communicate with us via social media (LinkedIn, YouTube, Vimeo etc), we will receive some of your information such as your (user) name, your profile photo, the place where you live, your email address and your gender. You can check your social media account settings and the social media privacy statements to find out more.

We use your information to respond to your comments and messages, to analyze and measure our consumer population and to enable you to participate in our contests and events.

#### **On your social media pages**

We also use social media to display advertisements. This is either based on the information the social media platform has collected from you or the information NIZO has collected from you, such as when you subscribe to our newsletters.

- In case the social media platform has collected the information, NIZO does not get access to that information. As a result, we have no say in how the platform stores and uses the information. We recommend reading the conditions and privacy statements of your social media provider. They also often provide you with account settings or some other means to change your privacy settings.
- In case we share your personal information, like your email address or phone number, the social media platform uses your information to include or exclude you from seeing a particular advertisement. Your information will be encrypted (hashed) when transferred to the social media platform. If you don't have a profile on a particular platform, that platform won't be able to decrypt the information and find out who you are.

We may also proactively contact you on social media if you're connected to us or if you post a photo or video linked to NIZO or our products or services.

You can opt out at any time from sharing your information with social media platforms for advertising by sending an email to [info@nizo.com](mailto:info@nizo.com).

#### Visiting our premises

If you visit our business premises, we register your personal information, like your name, email address, your company and, if needed and with your consent, an entry declaration for securing hygiene. The information may be collected digitally (through a portal) or physically by completing a form.

We use the data to safeguard the safety and health of our products and employees, in case of calamities and to exclude unauthorized access to our offices and production facilities.

Your personal information will be stored for no more than 1 year.

#### Profile building

If you share with us your personal data such as email address, we create a profile for you. This enables us to get to know you and do more effective marketing and communication. It allows you to receive communications according to your interests and preferences.

This is how we build profiles:

- We link your surfing behavior on our websites and apps to your profile
- We mark your (possible) interests in your profile, based on the information above and demographic information, data resulting from market research and your interactions with us.

#### **International data transfer**

Within the scope of our information sharing activities set out above, your personal data may be transferred to other countries (including countries outside the European Union) which may have different data protection standards than your country of residence. Please note that data processed in a foreign country may be subject to foreign laws and accessible to foreign governments, courts, law enforcement, and regulatory agencies. However, we will endeavor to take reasonable measures to keep up an adequate level of data protection also when sharing your personal data with such countries.

In the case of a transfer outside of the European Union, this transfer is safeguarded by the EU Standard Contractual Clauses. You can find further information about the aforementioned

safeguards under: [https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_en).

### **Retention periods**

We strive to keep our processing activities with respect to your personal data as limited as possible. In the absence of specific retention periods set out in this policy, your personal data will be retained only for as long as we need it to fulfil the purpose for which we have collected it and, if applicable, as long as required by statutory retention requirements.

### **Security**

We take market standard precautions to protect personal data. When our download form asks users to provide personal data, that personal data is encrypted and is protected with market standard encryption software - SSL. While on a secure page, the lock icon in the top of web browsers such as Microsoft Internet Explorer is present.

Unfortunately, no data transmission or processing can be guaranteed to be 100 % secure. Accordingly, despite our efforts to protect the personal data, NIZO is not in a position to guarantee or warrant the security of the personal data.

### **Your rights**

You may be entitled to exercise some or all of the following rights free of charge:

a. require (i) information whether your personal data is retained and (ii) access to and/or (iii) duplicates of your personal data retained, including the purposes of the processing, the categories of data concerned, and the recipients or categories of recipients to whom the data are disclosed and where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;

b. request proper rectification, removal or restriction of your personal data, e.g. because (i) of the incomplete or inaccurate nature of the personal data, (ii) it is no longer needed for the purposes for which it was collected, (iii) the consent on which the processing was based has been withdrawn, or (iv) you have taken advantage of an existing right to object to the data processing; in case your personal data is processed by third parties, we will forward your request for rectification, removal or restriction also to such third parties unless this proves impossible or involves disproportionate effort;

c. receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and to transmit those data to another controller

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without hindrance from our side; where technically feasible you shall have the right to have the personal data transmitted directly from us to another controller,

d. refuse to provide and – without impact to data processing activities that have taken place before such withdrawal – withdraw your consent to processing of your personal data at any time;

e. object at any time that your personal data will be used for direct marketing purposes, or – based on grounds relating to your particular situation, that your personal data shall be subject to data processing for other purposes;

f. not to be subject to any automatic individual decisions (automatic decisions based on data processing by automatic means, for the purpose of assessing several personal aspects) which produce legal effects on you or similarly significantly affect you;

g. take legal actions in relation to any breach of your rights regarding the processing of your personal data, as well as to lodge complaints before the competent data protection regulators.

#### **How to contact us and how we respond to your request**

Please send us an email to [info@nizo.com](mailto:info@nizo.com).

We may decline requests if we cannot verify your identity, your request is unreasonable or unspecific or in case your request jeopardizes the privacy of others. We will reply to you anyhow within four weeks.

#### **Revision of the Privacy Statement**

NIZO may change or update the privacy statement without notice. All such changes will take effect once they have been posted on the Website. It is your responsibility to monitor such updates. The privacy statement was last updated on the date stated at the beginning of this privacy statement.