



Groasis has been awarded as National Icon by the Dutch Government for being one of the 3 most innovative projects of The Netherlands with a high social impact and supporting economic growth.



PRIVACY POLICY OF GROASIS B.V.

Version 25 may 2018

This Privacy Policy applies to all personal data that Groasis B.V. (hereinafter: "Groasis") processes from its website visitors, consumers, Friends of Groasis, donors or other interested parties.

If you visit the website or web shop of Groasis, make a donation, submit a request for more information about becoming a Friend or Groasis, purchase one of the products or for any other reason provide personal data to Groasis, you expressly give us permission to process your personal data in line with this Privacy Policy. We advise you to read the Privacy Policy and keep it for your own administration.

1) Responsible

Responsible for the processing of personal data is: Groasis B.V., Franseweg 9, 4651PV at Steenbergen, +31 (0) 167-547554, Chamber of Commerce number: 58403396.

2) What data and cookies does Groasis process

Groasis collects different data for different purposes. These are shown below.

- a) In the context of your visit to the Groasis website when you want to donate a tree, the following personal data will be processed:
 - a. First and last name
 - b. Place of residence and country
 - c. Email address
 - d. How many trees you have donated and for which amount
 - e. IP-address

- b) In the context of your visit to the Groasis website when you request more information about becoming a Friend or Groasis, the following personal data will be processed:
 - a. First and last name
 - b. Company name (if applicable)
 - c. Address, postcode, city and country
 - d. Telephone number and/or mobile number
 - e. Email address
 - f. Website
 - g. VAT number (if applicable)
 - h. Registration number (if applicable)
 - i. Through which channel you have learned about the shares
 - j. IP-address

- c) In the context of your visit to the Groasis web shop when you have made an order, the following personal data will be processed:
 - a. When logged in for the last time
 - b. When the account has been created





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- c. First and last name
- d. Address, postal code, town, country
- e. Telephone number
- f. Email address
- g. How many orders have been placed in total
- h. Which products and how many are left in the shopping cart
- i. VAT number (if applicable)

- d) In the context of the registration of the newsletter
 - a. First and last name
 - b. Email address

3) Groasis processes the personal data referred to in Article 2a, b, c and d for the following purposes:

- a) Your first and last name are used to share with the Sahara Roots Foundation. The Sahara Roots Foundation is the executive party that conducts all the planting of the donated trees in Morocco. Your first name, last name, and email address will also be used for the special newsletter (Mailchimp) to keep you informed of the plantings.
- b) Your first name, last name and email address will be used to send you more information about becoming a Friend of Groasis. The other information (with the exception of i and j is shared with a sworn notary to make the deed of the shares official.
- c) Your first name, last name, address and email address are used to send you your ordered products. Depending on the ordered product, your shipment will be sent by our office in Mexico, or by our producer/carrier in the Netherlands.
- d) Your first name, last name and address will be shared with Mailchimp. Mailchimp is the program in which the newsletters for Groasis are created and sent. Groasis uses your first name, last name and e-mail address to send you our e-mail newsletter with information about various activities, services and other interesting information about Groasis. Cancellation for these emails is possible at any time via the unsubscribe link at the bottom of the email. The Mailchimp data are transferred outside the EU. Mailchimp is a processor with EU-US Privacy Shield Certification.
- e) Cookies are processed with Google Analytics. We have a processor agreement with Google, the last 3 digits of your IP-address are anonymized, and we use other programs of Google to process the information. These programs are: Google Data Studio, Google AdWords, Google AdSense, Google Search Console. Google's data is transferred outside the EU. Google is a processor with EU-US Privacy Shield Certification.

4) Groasis processes data on the following legal bases: necessary for the execution of an agreement or legal obligation, unambiguous consent and/or legitimate business interests. On request we can provide the specific legal basis for the processing of your personal data.

5) The aforementioned personal data from articles 2a, b, c and d are kept until they are requested for a deregistration, or as long as it is reasonably necessary.





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6) Security measures and processors

- a) For the protection of your personal data, Groasis has taken appropriate technical (safety certificates web shop and website) and organizational measures.
- b) The processing of the personal data mainly takes place internally. For the processing of the personal data Groasis makes use of services from third parties, so-called processor. We have a processor agreement with the processor.

7) Right of inspection, removal and complaints

- a) Via the members administration of Groasis you can submit a request to view, receive, change, revoke or delete your personal data. Groasis will process your request and inform you about this within one month of receipt
- b) If you wish to object to the (further) processing of your personal data as referred to in Article 2, you can also contact the members administration.
- c) If you have complaints about the way in which Groasis processes your personal data or handles your requests, you can contact us via privacy@groasis.com.
- d) Any other questions or comments about this privacy policy can be directed to us via privacy@groasis.com.

8) This privacy policy can be changed. The changes will be announced via the Groasis website. We advise you to regularly review our privacy policy.

