

# Privacy Statement



*Last updated: April 2022*

## 1 Who are we and what do we offer?

Foodvalley NL is a foundation aiming to accelerate the transition towards a sustainable food system (**Food Transition**). Foodvalley NL closely works with a wide international network of organisations with a similar mission, varying from (semi-)governmental institutions and farmers to investors and large commercial corporates (the **Ecosystem**). Foodvalley NL inter alia offers data and services via <https://www.foodvalley.nl/>.

Besides <https://www.foodvalley.nl/>, Foodvalley NL wishes to develop and launch an online platform to map and monitor the Ecosystem. For this online platform we use the platform offered by We Connect Data BVBA (**WCD**). The online platform shall hereafter be referred as the **Platform**. The main purposes of the Platform are to enable the Ecosystem to (a) expand, (b) efficiently gather and exchange data and knowledge, (c) make connections, interact and communicate and (d) combine data sources, all such to accelerate the Food Transition.

More information about us and the Platform is available on our **Websites** [www.foodvalley.nl](http://www.foodvalley.nl) and [[www.foodleap.com](http://www.foodleap.com)]. All services of Foodvalley NL shall hereafter be referred to as **Services**.

## 2 Privacy Statement

This is our **Privacy Statement**. In this document we explain what kind of Personal Data we collect while rendering our Services. We also explain what role we have in the processing of Personal Data, how long we retain them and what rights you have as a data subject.

## 3 Personal Data and Controller

We process **Personal Data**. Personal Data means all information by which a person can be directly or indirectly identified. Under the General Data Protection Regulation (**GDPR**) we are the so-called **Controller** of your Personal Data. If you have questions about the processing of your Personal Data, you can always contact us through the contact details listed at the bottom of this Privacy Statement.

## 4 What Personal Data do we collect as Controller?

As a Controller, we may process your Personal Data in various contexts.

We process your Personal Data if you become a partner of Foodvalley NL on behalf of your organisation (**Foodvalley Partner**). You are a Foodvalley Partner, if you use the services offered through <https://www.foodvalley.nl/> and signed a Partnership Agreement. We also process your Personal Data if you - on your own behalf, or on behalf of your organisation - become a member of the Platform (**Platform Member**). You are a Platform Member, if you have a registered account for Foodleap [[www.foodleap.com](http://www.foodleap.com)].

In addition, we process Personal Data of anyone who uses our Services in a more general context (including Foodvalley Partners and Platform Members), for example by visiting one of our Websites, the Platform and/or social media accounts (our **Users**). Finally, we may process your Personal Data if such data is publicly available and offered as suggestions for publication on the Platform (**Public Information**).

If you are a **Foodvalley Partner**, the following applies to you:

Personal Data we collect:	Purpose(s) for which we use the data:	Legal basis of our use:
<p><i>Contact details</i></p> <p>Your name, e-mail address, phone number, job title, the name and address of the organisation you work for, and other company data (which may include Personal Data) you provide in the registration process.</p> <p><i>Please note: if you provide the Personal Data of someone else, you are responsible for obtaining that person's consent to provide their Personal Data on their behalf.</i></p>	<p>We use these Personal Data to:</p> <ul style="list-style-type: none"> <li>- invite you to make use of the Platform;</li> <li>- get in touch and to maintain contact with you;</li> <li>- approach you appropriately in our communications;</li> <li>- provide our Services, e.g. adding your organisation into our Ecosystem and making your contact details available to other Foodvalley Partners via our Websites; and</li> <li>- send you invoices.</li> </ul>	<p>We may process this Personal Data because we have a <b>legitimate interest</b> in using your contact details in order to provide the Services to the organisation you represent.</p>

If you are (becoming) a **Platform Member**, the following applies to you:

Personal Data we collect:	Purpose(s) for which we use the data:	Legal basis of our use:
<p><i>Onboarding and account information:</i></p> <p>If you are invited by Foodvalley NL as a Platform Member:</p> <ul style="list-style-type: none"> <li>- e-mail address provided by you when you became a Foodvalley Partner; and</li> <li>- information provided by you in the onboarding when becoming a Platform Member (expertise, motivation and password).</li> </ul> <p>If you are invited by a Platform Member:</p> <ul style="list-style-type: none"> <li>- Information provided by the inviter (first and last name, e-mail address, department, function, and (optionally) name of the</li> </ul>	<p>We use these Personal Data to:</p> <ul style="list-style-type: none"> <li>- invite you to make use of our Platform;</li> <li>- register you on our Platform;</li> <li>- create an account;</li> <li>- enable you to use the Platform and all related Services (e.g. claiming your organisation profile, providing facilities on the Platform, interacting with other Platform Members and allowing you to access (more) data on the Platform);</li> <li>- allow the Platform provider We Connect Data BVBA (<b>WCD</b>) to assess your behaviour and your opinion on the Platform in order to improve our Services and their platform services (e.g. improve the usability of the</li> </ul>	<p>If you use the Platform on behalf of your organisation, we may process these Personal Data because we have a <b>legitimate interest</b> in improving and providing the Platform, in order to provide the Services to the organisation you represent.</p> <p>If you use the Platform on your own behalf, we may process these data because this is necessary to <b>perform our contract</b> with you, i.e. to provide you our Services through the Platform.</p> <p>We may process the optional Personal Data that you have voluntarily provided based on <b>your consent</b>. In most cases, this consent can be withdrawn in the settings of your personal profile on the Platform.</p>

<p>organisation you work for and a personal invitation message); and</p> <ul style="list-style-type: none"> <li>- information provided by you in the onboarding process (expertise, motivation and password).</li> <li>- Information provided by you during voluntary surveys ( answers on questions).</li> </ul> <p><i>Please note: if you disclose the Personal Data of someone else, you are responsible for obtaining that person's consent to disclose their Personal Data on their behalf on our Platform.</i></p>	<p>platform and help platform members connect with each other and find opportunities); and</p> <ul style="list-style-type: none"> <li>- send you notifications.</li> <li>- Allow the platform owner to</li> </ul>	<p>We may only send you notifications, if you gave us <b>your consent</b> to do so. You can always withdraw your consent via our Websites.</p>
<p><i>Uploaded content:</i></p> <p>Picture's, video's, descriptions, comments, posts, chats with other Platform Members, and/or Personal Data added to the company profile (such as e-mail addresses, job descriptions and profile pictures) and other content you upload on the Platform.</p> <p><i>Please note: if you disclose the Personal Data of someone else, you are responsible for obtaining that person's consent to disclose their Personal Data on their behalf on the Platform.</i></p>	<p>We use these Personal Data to:</p> <ul style="list-style-type: none"> <li>- publish this content on the Platform;</li> <li>- allow you to communicate with other Platform Members through comments, posts and chats;</li> <li>- give follow-up on violation reports; and</li> <li>- allow the Platform provider WCD to assess your behaviour on the Platform in order to improve our Services and their services (e.g. improve the usability of the platform and help platform members connect with each other and find opportunities).</li> </ul> <p><i>Please note: the content you upload to the Platform is in principle available to other Platform Members. However, if you post content on the Shared Facilities page, the uploaded content may also become available to all Users (e.g. visitors without an account).</i></p>	<p>If you use the Platform on behalf of your organisation, we may process these Personal Data because we have a <b>legitimate interest</b> in improving and providing the Platform, in order to provide the Services to the organisation you represent.</p> <p>If you use the Platform on your own behalf, we may process these data because this is necessary to <b>perform our contract</b> with you, i.e. to provide you our Services through the Platform.</p> <p>As for the follow-up on any violation reports, we may process these Personal Data on the basis of a <b>legal obligation</b> to protect our Websites against unlawful content.</p>

<p><i>Technical information if you use our Platform:</i></p> <p>IP-address, functional cookies and technical information (i.e. type of browser and operating system).</p>	<p>We use these Personal Data to:</p> <ul style="list-style-type: none"> <li>- analyse (the use of) our Services;</li> <li>- solve problems;</li> <li>- improve our Services;</li> <li>- adjust our Services to the device used; and</li> <li>- flag, report and prevent misuse, fraud and threats of/regarding to our Services.</li> </ul>	<p>We have a <b>legitimate interest</b> to use technical information, functional cookies and your IP-address to analyse and improve our Services.</p> <p>For the processing of your Personal Data via (some of) our cookies, we will ask for your <b>consent via accepting the Terms and Conditions</b>.</p> <p>Please see our cookie statement for more information.</p>
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Personal Data we may process of **all Users**, the following applies to you:

<b>Personal Data we collect:</b>	<b>Purpose(s) for which we use the data:</b>	<b>Legal basis of our use:</b>
<p><i>If you contact us:</i></p> <p>Your name, e-mail address and/or phone number and other (Personal) Data you share with us in your message.</p>	<p>We use these Personal Data to:</p> <ul style="list-style-type: none"> <li>- contact you about your message; and</li> <li>- provide you information and/or respond to your request.</li> </ul>	<p>We may process this Personal Data because we have a <b>legitimate interest</b> in contacting you to respond to your message and/or provide you with support.</p> <p>As for the follow-up on violation reports, we may process these Personal Data on the basis of a <b>legal obligation</b> to protect our Websites against unlawful content.</p>
<p><i>Services history:</i></p> <p>Information on the history of Services already rendered to the User.</p> <p>This includes, among other things, information about earlier correspondence and (technical) reports on rendered Services.</p>	<p>We use these Personal Data to:</p> <ul style="list-style-type: none"> <li>- identify the User's history of Services used; and</li> <li>- improve further Services we provide to our Users.</li> </ul>	<p>We may process this Personal Data because we have a <b>legitimate interest</b> in improving our Services (e.g. improving the usability of our Websites).</p>
<p>Newsletters:</p> <p>E-mail address and first and last name.</p>	<p>We use these Personal Data to send you our newsletter and keep you informed on all our (future) activities and Services.</p>	<p>We may send you newsletters, if you gave us your <b>consent</b> to do so.</p>

		It is always possible to unsubscribe from our newsletter via the link at the bottom of each newsletter.
<p><i>Via our social media pages:</i></p> <p>Information you make public, when you leave a comment or otherwise post something on our social media channels.</p>	<p>We use these Personal Data to:</p> <ul style="list-style-type: none"> <li>- contact you via our social media channels; and</li> <li>- process your feedback left on our social media channels.</li> </ul>	<p>We may process these Personal Data, because we have a <b>legitimate interest</b> to process these data and the visitors voluntarily made this information public.</p> <p>Our social media pages are also controlled by the social medium itself. Please check their own privacy notices, to see how they handle Personal Data:</p> <p><b>Facebook:</b> <a href="#">Privacy Statement</a></p> <p><b>Twitter:</b> <a href="#">Privacy Statement</a></p> <p><b>LinkedIn:</b> <a href="#">Privacy Statement</a></p> <p><b>Instagram:</b> <a href="#">Privacy Statement</a></p> <p><b>Youtube:</b> <a href="#">Privacy Statement</a></p> <p><b>Vimeo:</b> <a href="#">Privacy Statement</a></p>
<p><i>Technical information if you visit our Websites:</i></p> <p>IP-address, functional cookies and technical information (i.e. type of browser and operating system).</p>	<p>We use these Personal Data to:</p> <ul style="list-style-type: none"> <li>- analyse (the use of) our Services;</li> <li>- solve problems;</li> <li>- improve our Services;</li> <li>- adjust our Services to the device used; and</li> <li>- flag, report and prevent misuse, fraud and threats of/regarding to our Services.</li> </ul>	<p>We have a <b>legitimate interest</b> to use technical information, functional cookies and your IP-address to analyse and improve our Services.</p> <p>For the processing of your Personal Data via (some of) our cookies, we will ask for your <b>consent</b>.</p> <p>Please see our cookie statement for more information.</p>

**Public information:**

<b>Personal Data we collect:</b>	<b>Purpose(s) for which we use the data:</b>	<b>Legal basis of our use:</b>

<p><i>Public information:</i></p> <p>Personal Data relating to the organisation you work for, which you have made public. For example, Personal Data on your organisation's website, your LinkedIn profile and/or your Twitter profile. This information includes, for example, your e-mail address and the name of the organisation for which you work.</p>	<p>We use these Personal Data to:</p> <ul style="list-style-type: none"> <li>- provide you with suggestions regarding information about you and your company, so that you can upload this information to the Platform; and</li> <li>- populate the feed on the Platform (if you decide to publish the suggested information).</li> </ul>	<p>We may process these Personal Data, because we have a <b>legitimate interest</b> in providing our Services (e.g. improve the usability of the Platform and help Platform Members connect with each other in order to support their mission to the Food Transition).</p> <p>If we publish these Personal Data <u>on the Platform</u>, we will only do so if you gave us your <b>consent</b>.</p>
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In addition to the above, we may process any Personal Data for the purposes of managing corporate transactions, such as mergers and acquisitions, to support our **legitimate interests** in growing, strengthening and otherwise managing the business of Foodvalley NL to accelerate the Food Transition.

## 5 Cookies

We may use functional, tracking and/or analytical cookies on our Websites. A cookie is a simple small text file that can be stored in your device when visiting our Websites. This text file identifies your browser and/or device. When visiting our Websites again, the cookie ensures that your browser/device is recognized.

For more information on our use of cookies, please refer to our Website Cookie Statement: [<https://www.foodvalley.nl/other/cookieverklaring>], and the Platform Cookie Statement: [<https://www.foodvalley.nl/wp-content/uploads/2022/04/foodleap-cookie-statement.pdf>].

## 6 How long do we store the Personal Data?

We will not process or store any Personal Data that we do not need. We store Personal Data for as long as we need it for the above purposes, unless we are legally obliged to retain the Personal Data for a longer period. In this respect, we usually apply the following retention periods:

- **Personal Data of Foodvalley Partners** | These data are stored as long as we have a contract with our Foodvalley Partner and for a maximum period of 5 years thereafter, unless we are legally obliged to retain the data for a longer period.
- **Account data of Platform Members** | Your account data is retained as long as your account is activated and will be deleted immediately after the deactivating of your account (unless stated otherwise below). [If your account has been inactive for two (2) years, we will delete your account (after sending you a few reminders)]. *Please note: if you were invited to the Platform by other Platform Members, but you did not register an account, we will delete your Personal Data after one year.*
- **Content and/or other uploaded content of Platform Members (jointly: User Generated Content)** | We retain the content on the page of the Platform Member until the Platform Member deletes the content or deletes its entire account (Platform Members get the opportunity to choose between “delete my user data” and “delete my user data and content” when choosing to delete their

Account). In case we receive a violation report regarding User Generated Content, we may delete this content in case this content appears unlawful.

- **Newsletters** | We retain the Personal Data used for sending newsletters until you unsubscribe from our newsletter.
- **Personal Data in our correspondence** | This data is stored as long as necessary to handle your message, question or complaint.
- **Personal Data in our records for the tax authorities** | This data is stored for seven (7) years, unless we are legally obliged to retain the data for a longer period.
- **Other information** | We store other Personal Data only for as long as it is necessary for the purposes. This is deleted as soon as it is no longer necessary for the purposes for which we processed it.

After expiry of the aforementioned retention period, we may process and retain certain Personal Data to comply with legal retention obligations and/or for fraud/misuse investigations or to substantiate a (judicial) claim. In such events, we will retain the data separately and only use such data for the aforementioned purposes.

## 7 Who do we share the Personal Data with?

### *Processors*

We use third parties (**Processors**) who support us in providing our Services. Within this context these Processors receive Personal Data from us which they process by our order. Our main processor is WCD, which is the provider of the Platform we are using. Apart from that, we use Processors for managing our (internal) processes, managing our customer relationship system, sending service updates and sending our newsletters.

The Processors must strictly follow our instructions regarding the processing of such Personal Data. Therefore, we have concluded data processing agreements with these Processors.

Apart from the above, we will not share your Personal Data with third parties, unless we are legally obliged to do so.

### *External Controllers*

With regard to the processing of your usage data, our Platform provider (WCD) acts as a controller. WCD processes this usage data for aggregation purposes in order to develop and improve their platform. For more information on how WCD processes your Personal Data, please refer to their Privacy Statement [[https://www.datascouts.eu/assets/front/gdpr/privacy\\_nl.pdf](https://www.datascouts.eu/assets/front/gdpr/privacy_nl.pdf)].

## 8 Export of Personal Data outside the European Union

We may transmit Personal Data to parties outside the European Union, if one of our Processors is established outside the European Union. The Personal Data will only be transferred to parties which provide an adequate level of data protection.

## 9 Third party websites

You may find advertising or other (hyper)links on our Websites that link to the websites, products and services of partners, suppliers, advertisers, sponsors, licensors or other third parties. We do not control the content or the links that appear on these websites and we are not responsible for the practices employed by websites linked to or from our Websites. In addition, these websites, products and services, including their content



and links, may be constantly changing. These websites, products and services may have their own privacy policies, user terms and customer service policies. Browsing and interaction on any other website, including websites that are linked to or from our Websites, are subject to the terms and policies of that website.

## **10 Changes of the Privacy Statement**

The Privacy Statement may be changed from time to time. Please check our Privacy Statement frequently. The new Privacy Statement will be effective immediately upon posting on our Websites. If we change our Privacy Statement significantly, then we will state so on our Websites together with the revised Privacy Statement.

## **11 Your rights as a data subject and our contact data**

As laid down in the GDPR, you have the right to:

- Ask us to rectify or update your Personal Data;
- Ask us to remove your Personal Data from our systems;
- Ask us for a copy of the Personal Data processed of you. Such copy may also be transferred to another data controller at your request;
- Withdraw your consent to process your Personal Data. This only affects the processing activities that are based on your consent and does not affect the validity of such processing activities before you have withdrawn your consent;
- Object to the processing of your Personal Data;
- File a complaint with the Dutch Data Protection Authority, if you believe that your Personal Data is processed unlawfully.

If you have questions or concerns about this Privacy Statement or your privacy, you can contact us at [[info@foodvalley.nl](mailto:info@foodvalley.nl) or [info@foodleap.com](mailto:info@foodleap.com)].

### **Stichting Food Valley**

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