

**PRIVACY NOTICE**  
**IN CONNECTION WITH DATA PROTECTION FOR CUSTOMERS**

**NUNHEMS NETHERLANDS BV**

*Nunhems Netherlands BV ("Nunhems") takes the protection of personal data seriously. This information outlines the principles that apply to the processing of personal data of all customers of Nunhems. When processing personal data, Nunhems follows the applicable laws and regulations, including the General Data Protection Regulation ("GDPR").*

**1. Data processing: purpose and scope**

Nunhems processes your personal data for several purposes:

a. One is the processing of your purchase order. For this Nunhems needs to process your contact details and banking information and this data will be stored in Nunhems' systems. The processing is based on the performance of a contract with you.

b. Secondly, Nunhems maintains a customer relationship management system, called Salesforce, where your contact information together with your personal purchase history is stored. Nunhems uses this information to better understand your interests and inform you about its products and services that might interest you as well. Furthermore, Nunhems is better able to provide you with support in case you might need it. Nunhems' legitimate interest is based on its need to be able to manage its customer relations, in order to secure a successful business.

The use of Salesforce allows Nunhems to see as well whether your data is complete and correct.

c. Last but not least Nunhems uses your contact information to communicate with you in order to deliver marketing communications containing information about services, products or events related to your interest. This may entail sending advertising material, commercial communications and/ or direct sales on its products and on its future initiatives by automated means, e.g. by e-mail, fax, SMS, MMS or regular post.

Whenever Nunhems would like to send out a communication to you, your status will be checked upfront in Salesforce.

**2. Legal basis**

For the processing of personal data mentioned under option a), b) and c) here-above, Nunhems makes a difference between three types of customers: 1) you as our direct customer, 2) you as our indirect customer or 3) you as our prospect or new customer.

1) The processing of personal data mentioned in this notice with you as our direct customer takes place on the basis of section (b) of Article 6, paragraph 1 of the GDPR. The processing is necessary on the basis of a contractual relationship we have with you based on a sales order or actual contract.

2. The processing of personal data of you as our indirect customer takes place on the basis of section (f) of Article 6, paragraph 1 of the GDPR. The processing is based on legitimate interest necessary to continue our business. Nunhems is a sales-driven organisation and needs to inform the market about, and to promote, its (newly developed) products in order to generate sales.

3. As for the processing of personal data of you as a prospect, a future possible customer, or new customer in respect of sub b and c of point 1 here-above, the processing takes place based on your prior written consent, article 6 paragraph 1 sub (a) of the GDPR.

### **3. Disclosure to third parties**

Nunhems will to some extent exchange your data between the entities belonging to the BASF group, of which Nunhems is part, and to specialized service contractors, that mostly will maintain and update our systems. Such data processors process personal data only after our instructions and on the basis of an appropriate data processing agreement. In addition, Nunhems may disclose your personal data to third parties, such as a government agency, if required to do so by law.

It is not our intention to forward your personal data to a country outside the European Union.

### **4. Security of your personal data**

Nunhems shall take appropriate technical and organizational measures to ensure your personal data are secure and protected against unauthorised or unlawful processing, loss, destruction and/or damage. The personal data are only accessible to those who need to be authorised thereto by their job function.

### **5. Retention period**

Here also we make a difference between you as 1) our direct customer, 2) our indirect customer or 3) prospect.

1) Your personal data in the context of purchases you made with Nunhems will be stored for 10 (ten) years as of the moment you finalized the purchase order in order to comply with the applicable tax laws.

Nunhems retains your personal purchase history and contact data in SalesForce for as long as is necessary for the purpose of a continuous customer relationship with you. After 3 years of inactivity, your personal data will be erased.

2) When you are registered as our indirect customer, your status will be checked every 3 years. When it appears that you are no longer our indirect customer, your personal data will be erased.

3) in the event you are registered as a prospect and you are not transferred into a customer within 1 year, your personal data will be erased at the end of that period.

### **6. Your rights**

On the basis of the GDPR, you have the right to review the processing of your personal data.

You may also ask that your personal data be rectified, supplemented, deleted or restricted in certain cases.

In addition, under certain circumstances you have a right to data portability, whereby you can ask us to move, copy or transfer your data, where technically feasible, for your own purposes to other services in a structured, widely used and machine-readable format.

To exercise one of your rights, to ask questions and/or to submit a complaint, please contact us via the following email address: [data.privacy@vegetableseeds.basf.com](mailto:data.privacy@vegetableseeds.basf.com).

The exercise of these rights is at no cost for you. We will verify your identity internally, but if we cannot confirm it (sufficiently), we will contact you. We will try to respond to your request within 30 days and, in addition, we will take reasonable efforts in accordance with our legal obligation to, if requested, deliver, correct or remove your personal data in our files.

If you are not satisfied with the manner a complaint that you submit in relation to your personal data is handled by us, you have the right to submit a complaint to the Dutch Data Protection Authority ("Dutch DPA") via [www.autoriteitpersoonsgegevens.nl](http://www.autoriteitpersoonsgegevens.nl). The Dutch DPA is responsible for monitoring compliance with the rules concerning the protection of personal data.

## **8. Contact**

This privacy notice pertains to processing performed by Nunhems (the controller). Questions and/or comments about this privacy notice can be sent to the following email address: [data.privacy@vegetableseeds.basf.com](mailto:data.privacy@vegetableseeds.basf.com). Your email will be handled by the data protection officer of Nunhems.

For all other questions regarding Nunhems, Nunhems refers to its website ([www.nunhems.com](http://www.nunhems.com)) or you may contact Nunhems directly. The contact details of Nunhems are as follows:

### **Nunhems Netherlands BV**

Napoleonsweg 152, 6083 AB Nunhem  
The Netherlands  
Phone: +31 (0)475 599 222

*This privacy notice was made September 2019 and revised in October 2020.  
Nunhems reserves the right to amend this privacy notice.*