

PRIVACY POLICY

We consider paramount to secure the confidentiality of your personal data.

Any personal data you provide to us and from which you can be identified is stored securely and confidentially and is processed in accordance with applicable legislation and this privacy policy, which sets out what personal data we collect about you when you interact with us and how we use your data.

We take appropriate technical and organisational measures to protect against unauthorised or unlawful processing of your personal data, including encrypting your information to applicable industry standards.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Any changes we make to this policy will be reflected on this page and notified to you by email, where appropriate.

1. WHO WE ARE

GARDEN MACHINERY NV headquartered in **LegenHeirweg, 15 9890 AsperBelgium**, registered under VATno. **BE0421 580 410** holding the website www.garden-machinery.com and www.greeni-shop.eu.

2. INFORMATION WE MAY HOLD ABOUT YOU

When you register to use our Website, purchase a product, personal data you provide, such as your name, contact details (telephone number and e-mail address) will be collected.

In case a sale purchase agreement is concluded, some further personal data may be collected for issuing an invoice, such as:

- Identity card details;
- Personal identification number

When you browse our Website, whether or not you are registered, purchase a product, register to receive our emails, we will collect user information such as your location, IP address, when you visited our Website, how you arrived on our Website and device you used to access our Website.

3. HOW WE MAY USE YOUR PERSONAL DATA

We may use your personal data in the following ways:

- to fulfil your order - we require your name, e-mail and telephone number as representative of a company you represent, to enable the company to enter into a contract with the company you represent (please note that your details may need to be passed to a third party in order for them to supply or deliver the product that you ordered and we may retain your details for a reasonable period of time after you have completed the transaction in order to fulfil any

contractual obligations such as refunds, guarantees etc and to meet any legal obligations for the retention of transactional data);

- to tell you about similar products and services, or products and services that you ask us to send you information about, by email, post, mobile, telephone and/or through other digital means (depending on your stated preferences);
- to provide you with services you request from us;
- to register you on the Website (where this involves setting you up with an account for the company you represent, we will use your personal information to maintain and update the account (e.g. such as a change of e-mail, telephone number);
- to administer our Website;
- to keep in touch with you regarding your marketing preferences;
- to keep our Website safe and secure;

We process this data where you have given us consent to use it, where it is necessary to perform our contract, to take steps at your request prior to entering into a contract, where required by law or in pursuit of our legitimate interests where these are not overridden by your rights and interests, such as to provide appropriate marketing and to maintain our services.

4. HOW LONG WE KEEP YOUR INFORMATION

We will not keep your personal information for any purpose(s) for longer than is necessary and we will only retain the relevant personal information that is necessary in relation to the purpose.

We will retain the personal information you provided on registering an account on our Website so long as that account remains in existence.

In the case of any contact you may have with our customer services department, we will retain those details for as long as is necessary to resolve your query and for a short period after the query is closed.

On making a purchase through our Website, we will retain certain limited personal information such as your name, email address and telephone number until you ask us to update or delete those details for the purpose of reporting new and existing users to our affiliate advertisers.

If we are legally required or if it is reasonably necessary to meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we may also retain some of your personal information for a limited period of time, even after you have closed your account.

We will retain your information for a short time beyond the specified retention period, to allow for information to be reviewed and any deletion to take place.

5. HOW WE MIGHT SHARE YOUR PERSONAL DATA

We may share your personal data with:

- Other companies in the Group;

- Our professional advisers;
- Our suppliers, business partners and sub-contractors;
- Our Third Party Advertisers; and,
- Search engine and web analytics providers.

In the event that we were to sell our business or assets, we may disclose your personal data to any prospective/actual purchaser and/or their advisers.

We may also disclose your personal data where we are subject to a legal obligation to do so, in connection with the prevention or detection of crime, for the purpose of establishing, exercising or defending our legal rights, or where we consider that we receive a valid request for disclosure. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

You should be aware that if we are requested by the police or any other regulatory or government authority investigating suspected illegal activities to provide your personal information or any other information we obtain about you, we are entitled to do so.

In case you are not allowing us to share your details with third parties, please contact us at info@garden-machinery.com.

6. MARKETING E-MAILS

Garden Machinery has the right to send to its clients marketing e-mails, which requires your personal consent. This type of consent has to be given in a specific and precise manner, by checking the button "*I agree to receive Newsletter*" when registering to our website, subscribing to our newsletter, in the company's account or on your personal e-mail.

The person has always the right to object, on request and without any costs on processing their personal data, without any specific reason. You can do that by checking the unsubscribe button that appears in the e-mail or by sending an e-mail to info@garden-machinery.com. Once the person has expressed his disagreement, the personal data of that person shall not be processed for marketing purposes.

7. THE SECURITY OF DATA PROCESSING

We shall process your personal data safely; we shall apply and maintain appropriate technical measures against destruction, accidental or illegal loss, disclosure or unauthorized access. Questions about the security of your personal data may be sent at info@garden-machinery.com.

8. YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data, clicking the unsubscribe button on any communication we have sent to you, or by contacting us.

Where you have consented to us using your personal data, you can withdraw that consent at any time.

If the information we hold about you is inaccurate or incomplete, you can notify us and ask us to correct or supplement it.

You also have the right, with some exceptions, to ask us to provide a copy of any personal data we hold about you. If you chose to exercise this right, then in certain circumstances any access request may be subject to a fee to meet our costs in providing you with details of the information we hold about you.

If you have a complaint about how we have handled your personal data, you may be able to ask us to restrict how we use your personal data while your complaint is resolved. In some circumstances you can ask us to erase your personal data if you object to the use of your personal data and we don't have a good reason to continue to use it, or we haven't handled your personal data in accordance with our obligations.

In order to exercise these rights or if you have any queries or concerns regarding how we use your personal data, please contact us at info@garden-machinery.com. If you are not happy with our response, you can contact the GBA at contact@apd-gba.be.

9. AMMENDING OUR PRIVACY POLICY

This privacy policy can be ammended from time to time, as a consequence of the amendment of the legislation or of the structure of the Company.

We encourage you to check periodically this page in order to be informed about our privacy policy.