

Privacy Statement Best Fresh Group

Best Fresh Group takes privacy seriously. In this privacy Statement, we explain what personal data we collect and use, for what purpose we do this and how we ensure that these personal data are properly protected.

This Privacy Statement applies to the services of every subsidiary or group company that is part of Best Fresh Group (BFG). BFG respects the privacy of all users of its websites and web shops and ensures that your personal information is treated confidentially.

Privacy Policy

As a company responsible for data processing, Best Fresh Group processes, manages and protects personal data with the utmost care. In doing so, we comply with the requirements set for us by the General Data Protection Regulation (GDPR), and by national legislation.

I. Identity Best Fresh Group (BFG)

This website falls under the responsibility of the private company Best Fresh Trade B.V, located at the ABC Westland 102 in (2685 DB) Poeldijk. The company can be reached via avg@bestfreshgroup.com.

II. Personal data

We only use personal data if this is necessary because you are using or want to use our services, when you fill in your details, or when you leave them in one of our offices or through other customary channels, such as email, website or telephone.

Most of the data we collect from you are provided by you. When a contact form is filled in, your name, email address and telephone number are recorded. When a client account is created, in addition to these details the address, billing address, VAT number and login details are also recorded.

If you have given us permission to process your personal data for specific purposes, you can revoke this permission at any time, in the same way as you gave it. However, any previous processing of your personal data that had taken place at the time of said permission will remain valid.

III. Purpose

We process personal data because we need these to enter into or carry out the agreement, because we have a legal obligation, because you have granted your permission to this end or because we have a legitimate interest in doing so. We process personal data for the following specific purposes:

- i. **Communication:** We use your contact details to be able to contact you, if necessary, and to inform you about our services;

- ii. **Implementing an agreement:** If you are a customer or supplier, we process your data for the preparation, creation and implementation of the Agreement;
- iii. **Laws and regulations:** We process your personal data if we are obliged to do so according to laws and regulations;
- iv. **Security:** The safety of our business operations, personnel and visitors is safeguarded by IT security. Some of our offices and warehouses are fitted with cameras.
- v. **Marketing analysis and research:** We use your contact details to assess whether our websites offer optimum user experience. Your email address is also stored to invite you to participate in studies, surveys and customer panels;
- vi. **Vacancies:** Personal data provided via our website or social media within the context of job application procedures will be stored for personnel recruitment and selection.

We do not collect nor use information for purposes other than those described above, unless we have obtained your prior permission to do so.

IV. **Information and rights**

You have the right to object to the processing of your data and you have the right to access, correct or remove your data. In addition, you can always withdraw your permission to process your personal data in the same way as you gave said permission. Finally, in some cases, you can request the organisation to restrict the processing of your personal data or to transfer your data to yourself or to a third party.

Would you like to exercise (one of) these rights, or do you have any questions about how we handle privacy and personal data? Then please contact the Best Fresh Group via avg@bestfreshgroup.com.

V. **Recipients**

The personal data are stored internally in the system of Best Fresh Group. For the purposes of our web shops, the personal data may be shared with the internal web applications. The personal data are not shared with third parties, unless this is necessary for the implementation of the Agreement or to comply with a legal obligation.

VI. **Security**

The organisation takes appropriate measures to prevent misuse, loss, unauthorised access and other unwanted actions regarding personal data. Our employees ensure that the confidentiality of your data is respected.

In the event of loss or unlawful processing of personal data, and the breach poses a risk to the rights and freedoms of the parties involved, this data breach will be reported to the Dutch Data Protection Authority without delay.



VII. Retention

The personal data collected will not be retained for longer than necessary.

VIII. Complaints

Do you have a complaint about the way we process personal data? If so, please contact us, using the aforementioned contact details. In the unlikely event that we are unable to resolve the issue, you can submit a complaint to the regulator, the Dutch Data Protection Authority, via <https://autoriteitpersoonsgegevens.nl/nl/zelf-doen/privacyrechten/klachtovergebruik-persoonsgegevens>.

IX. Amendments to the Privacy Statement

We reserve the right to amend this Privacy Statement. We will post revised versions on our website. It is therefore advisable to consult our privacy statement regularly.

On behalf of Best Fresh Group Management,

Effective date: 18 March 2025