

## Privacy Policy ExperiEnza App

The ExperiEnza App is provided to You by Enza Zaden Beheer B.V., a company incorporated under the laws of the Netherlands, having its principal place of business in Enkhuizen, and/or its group companies ("**ENZA**"). The ExperiEnza App provides You information and background on products available and sold by ENZA, any events organized by ENZA to promote such ENZA products and other interesting agricultural news and information.

ENZA aims to be a good host of your personal data and is committed to protect the privacy of our clients and the users of the ExperiEnza App, including all Content and Service provided therein.

We have created this privacy policy (hereafter: "**Privacy Policy**") for the ExperiEnza App to inform You what type of personal data may be collected through the ExperiEnza App and/or used by ENZA and/or shared with third parties. We advise You to read this Privacy Policy thoroughly to make an informed decision about whether to use or continue using the ExperiEnza App and Service. If you do not agree to our practices described herein, or any part thereof, then You are prohibited and must refrain from using the ENZA ExperiEnza App and/or Service.

This Privacy Policy is incorporated into and is subject to the Terms of Use ExperiEnza and in addition to the [Privacy Statement Business Relations](#). Your use of the ExperiEnza App and the Service and any personal data You provide through the ENZA ExperiEnza App or the Services remains subject to the terms of this Privacy Policy, the Privacy Statement Business Relations, and our Terms of Use. All capitalized terms used herein shall have the meaning ascribed to them in the Terms of Use.

This Privacy Policy does not apply to the practices of companies that ENZA does not own or control, or to individuals whom ENZA does not employ or manage, including any of the third parties to which ENZA may disclose user information as set forth in this Privacy Policy.

### Processing various types of information

ENZA processes following information of users of the ExperiEnza App and Service:

- **User Related Information:** You may provide to ENZA Personal Data, such as name, mail address, country, company name, job title and/or gender, as well as your personal preferences with regard to Content provided through the Service;
- **Geographic Information:** To provide location-based services to our users, we may collect and use precise location data, such as the real-time geographic location of the device. This location data is collected anonymously in a form that does not personally identify You and is only used by ENZA to provide location-based products and services. We do not store any location data.
- **General usage information:** When You use the Service, our servers log certain general information that our application sends whenever the Service is used, including time and date stamps. We may use such general information (such as anonymous user usage data, cookies, I.P. addresses, browser type, clickstream data, etc.) to improve

the quality and design of the ENZA ExperiEnza App and Service and to create new features, functionality, and services by storing, tracking and analyzing user preferences and trends. Tracking the usage is done on an anonymous basis and cannot be related to an individual user.

The legal basis for this processing of the personal data is that the processing is necessary for the performance of the contractual relationship with You and/or is based on Your consent and/or the processing is necessary to fulfill our legitimate interest in maintaining the relationships with our customer or users.

Unless a specific retention period is mandated under applicable law, for example under fiscal law, ENZA will only retain your Personal Data for the duration of time necessary to perform the services in accordance with the service agreement with our Customers and upon instructions of our Customers.

### **Sharing your Personal Data**

We will never sell to or share your Personal Data with other third-party companies for their commercial or marketing use without your consent, except as part of a specific program or feature that You requested and for which You will have the ability to opt-in or opt-out.

We may share your Personal Data with third-party service or data providers to the extent that it is necessary to perform or provide the Service. In such cases, these third parties may only use your personal data for the purposes described above and only in accordance with our instructions.

The ExperiEnza App and Service may contain links to other service providers that are outside our control and are not covered by this Privacy Policy. If you access services from third-party providers using a link provided in our ExperiEnza App or Service, the third-party providers may collect information from you, which will be used by them in accordance with their own privacy policies, which may differ from ours. We encourage you to review the privacy policies of such third-party providers to understand if and how they collect and/or use your information.

ENZA Service is ad-free, and we have no intention to introduce advertisement into the product, but if we ever do, will update this section.

### **Miscellaneous**

Concerning all other applicable conditions regarding the processing of personal data for the ExperiEnza and any questions and complaints regarding such processing, we refer to the Privacy Statement Business Relations.

### **Changes and updates to this Privacy Policy**

This Privacy Policy may be revised periodically, and this will be reflected by the "effective date" below. Please revisit this page to stay aware of any changes.

Last modified September 2020