

## MARIGOLD PLANTS S.A. Privacy and Cookies Notice

Effective Date of the present Privacy and Cookie Notice: 16 Ι α ν ο υ α ρ ί ο υ 2020

### Introduction

The present Privacy and Cookies Notice applies to customers´, as well as business clients´, suppliers´ and partners´ personal data that are being collected or processed by MARIGOLD PLANTS S.A. and its affiliates or subsidiaries companies and has been drafted based on the provisions of the applicable data protection legislation, including Art. 13/14 of Regulation (EU) 2016/679 (General Data Protection Regulation) and Greek Law 4624/2019. MARIGOLD PLANTS S.A. values the interest you show to our company as well as our products and services through your visits to our websites, to the address MARIGOLD PLANTS S.A. or through other relevant communication channels, including but not limited to, our social media pages and communication channels and our blogs (collectively " MARIGOLD PLANTS S.A. Pages"). The present Privacy and Cookies Notice applies to all personal data collected by MARIGOLD PLANTS S.A. when you interact with us, or when you visit our websites, when you use the products or services offered by MARIGOLD PLANTS S.A, when you purchase our products and services, when you sign up in order to receive newsletters, when you contact our customer service center and when you interact with MARIGOLD PLANTS S.A. as our business client, supplier or partner. Indicatively, all electronic and non-electronic collection of any types of personal data is included.

### The Data Controller

The Data Controller for the collection, processing and use of your personal data within the meaning of the applicable legal and regulatory framework for the protection of your personal data is:

The Company under the trade name: **MARIGOLD PLANTS S.A.** having its registered office in SOULIOY AV. 189, 19007, KATO SOULI MARATHON , with General Electronic Commercial Registry No. 6937001000 and Tax Identification Number: EL999006084-Tax

### Why are we asking you to disclose your personal data:

We request that you disclose your personal data for purposes such as:

- as part of buying products or receiving services online by MARIGOLD PLANTS S.A and in order to process your orders.
- to activate or register specific products and services or to improve the functionality,
- to obtain information on MARIGOLD PLANTS S.A. products and services,
- to participate in MARIGOLD PLANTS S.A. online communities, including our social media channels and pages and our blogs,
- to save your preferences for future interactions and communications with MARIGOLD PLANTS S.A.,
- to help us develop products and services and create tailor-made campaigns, to optimize our customer service, and to continuously improve our websites and any other interaction point with us,
- to contribute in the improvement of products and services, as well as to enable MARIGOLD PLANTS S.A. to develop and manage a marketing strategy for its products in order to inform you on new products and services testing, or any potential opportunities to participate in our marketing or products promotion initiatives,
- to resolve customer, products and service issues and process requests,
- to receive personalized messages, special offers and ads that are relevant to your personal interests, based on the information you have shared with us and the information we have collected through cookies or similar technologies regarding the use of MARIGOLD PLANTS S.A. websites and the social media pages, and blogs, and

for any other purpose, for which we will inform you about, or which will be identified on a case-by-case basis at the initial point of collection of your personal data. When you contact MARIGOLD PLANTS S.A. on behalf of a business client, supplier or business partner, we ask that you disclose to us personal data for purposes including but not limited to:

- customer relationship management,
- facilitating access to information,
- communication improvement,
- analyzing and understanding customer interactions,

- implementing security programs and
- contributing to the participation of MARIGOLD PLANTS S.A. in certification programs.

The legal basis for our use of information about you is one of the following:

- compliance with a legal obligation to which we are subject;
- the performance of a contract to which you are a party;
- a legitimate business interest that is not overridden by interests you have to protect the information;
- where none of the above applies, your consent (which we will ask for before we process the information).

Generally, we process your personal data only for the purposes that we have communicated to you. Should we use your personal data for other (relevant) purposes, additional data protection measures will be applied (if required by the applicable law).

**Types of personal data we collect:**

When you interact with MARIGOLD PLANTS S.A., for example when you buy a product or when you interact with MARIGOLD PLANTS S.A. through its pages, we may request or collect certain data, such as:

- your name,
- your e-mail address,
- your telephone number,
- your social media profile,
- your age,
- information about the products and services you have purchased,

- your use and activities on the MARIGOLD PLANTS S.A. websites,
- your interests, and
- other information related to your internet behavior

Furthermore, depending on the settings you have selected on the various social media platforms and your settings on the MARIGOLD PLANTS S.A. pages, specific personal data regarding your online activities and your social media profiles (e.g. interests, family status, gender, username, photos, comments you have posted etc.) may be disclosed to MARIGOLD PLANTS S.A.

We may also collect personal data through cookies or similar tracking technologies, such as:

- your IP address,
- your cookie ID,
- your browser,
- your location,
- the pages you are visiting on our websites,
- the ads you see or click on, etc.

When interacting with MARIGOLD PLANTS S.A. on behalf of a business customer, supplier, or business partner, we may collect:

- your name,
- your e-mail address,
- your phone number,
- your image,
- your IP address,
- any personal information in connection with our business relationship.

## **Different ways of collecting your personal data**

You may disclose your personal data to MARIGOLD PLANTS S.A in a number of ways, including:

- registration of a purchase or service,
- communications with MARIGOLD PLANTS S.A. These may be related to products or services and may include the content of your queries to us or the requests addressed to us,
- contacting a representative of MARIGOLD PLANTS S.A. through email, phone or mail,
- ordering a product or a service,
- engaging in a social media activity related to MARIGOLD PLANTS S.A., e.g. when you like or share such an activity
- requesting to receive messages on your mobile device or phone
- signing up to receive the MARIGOLD PLANTS S.A. newsletter,
- sending of a completed reply card which accompanies the MARIGOLD PLANTS S.A. product you bought,
- voluntary participation in product testing or surveys,
- logging-in through social media accounts e.g. by using your Facebook or Linked-in accounts credentials in order to create an account or to sign in
- when you use MARIGOLD PLANTS S.A. products, services or applications, you may be asked to share your personal data with MARIGOLD PLANTS S.A., e.g. to share your usage data or your location data,
- through cookies that are stored in your computer or your mobile device when you visit our webpages, and

- Social Listening: MARIGOLD PLANTS S.A. may search for relevant and published content on the Internet and use it to improve its products and services, to resolve consumer matters and in order to provide personalized ads.

When interacting with MARIGOLD PLANTS S.A. as a business customer, supplier, or business partner, for:

- purchase registration
- the provision of services to MARIGOLD PLANTS S.A.,
- your communications with MARIGOLD PLANTS S.A.,
- the development of co-operations
- the access to the premises or systems of MARIGOLD PLANTS S.A.,
- The participation in expos, events or promotional activities, and
- The voluntary participation in product testing or surveys.

#### **MARIGOLD PLANTS S.A. Newsletter**

If you give us your explicit consent to receive our newsletters, we will use your Personal Information, to periodically send you our newsletter that may contain news, updates, information about events or about our Products that we provide.

To protect privacy rights and to ensure you have control over how we manage marketing activities with you:

- we will take steps to limit marketing to a reasonable and proportionate level and only send you communications which we believe may be of interest to you;
- If you no longer wish to receive our newsletter you can ask us to stop sending marketing emails to you, by following the 'unsubscribe' link you will find on all the email newsletters we send you.

#### **Sharing of your personal data to third-parties**

We may disclose your personal data to service providers, business partners and third parties in accordance with the applicable legislation.

For example, MARIGOLD PLANTS S.A. may sell a product or offer a service as part of a joint marketing action with another company (business partner). The Agreements with these partners will limit the purposes for which your personal data will be used or disclosed and will require adequate protection of your personal data. We will inform you about such a relationship with other companies, as well as about which these the identity of such companies, before processing your data for the purpose of our joint marketing efforts.

MARIGOLD PLANTS S.A. may also disclose your personal data to other companies, such as IT and communications service providers, testing companies, data management support partners and others with whom MARIGOLD PLANTS S.A. is cooperating for the provision of its services, which we consider as our data processors, as well as to MARIGOLD PLANTS S.A. affiliates or subsidiaries.

When interacting with MARIGOLD PLANTS S.A. as a business client, supplier or business partner,  $\eta$  MARIGOLD PLANTS S.A. may disclose personal data that is available in reports and other materials provided by you or your company pursuant to an agreement with another business partner or supplier.

When is required by law to obtain your consent or if for any other reason we deem that your consent is necessary in certain cases, we will ask to obtain your consent before we disclose your personal data.

MARIGOLD PLANTS S.A. will only disclose personal data in accordance with the present Privacy and Cookie Notice and when required by the applicable legislation.

### **Personal Data Retention Time**

We will retain your personal data for the time period necessary to fulfil the purposes for which the information was collected. After that, we will delete it. The period will vary depending on the purposes for which the information was collected. Note that in some circumstances, you have the right to request us to delete the information. Also, we are sometimes legally obliged to retain the information, for example, for tax and accounting purposes.

## Your rights

<b>Right of information</b>	We must provide you with all the necessary information regarding the processing of your personal data, including as to what data are being processed, for what purposes, how long the data will be stored, in a concise, transparent, easy to understand and easily accessible format, using clear and plain language.
<b>Right of access</b>	You have the right to obtain from us confirmation as to whether or not personal data concerning you are being processed and, where that is the case, you have the right of access to such personal data and obtain a copy of the Data undergoing processing.
<b>Right to rectification</b>	You have the right to verify the accuracy of your data and request from us the rectification of inaccurate personal data concerning you and the completion of incomplete information about you
<b>Right to erasure</b>	You have the right, under certain circumstances, to request the erasure of your personal data.
<b>Right to restriction of processing</b>	You have the right, under certain circumstances, to obtain from us the restriction of your processing.
<b>Right to object to processing</b>	You have the right to object, at any time to processing of personal data concerning you. We, in that case, shall no longer process your personal data unless we demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms as data subject or for the establishment, exercise or defence of legal claims.
<b>Right to obtain human intervention in automated individual decision-making processing</b>	You have the right to request from us to not be subject, if applicable, to a decision process based solely on automated processing including profiling, which produces legal effects concerning you or significantly affects you.
<b>Right to data portability</b>	You have the right to request from us to receive your personal data in a structured, commonly used and machine-readable or to be transmitted to another provider without hindrance. This provision is applicable provided that the Data is processed by automated means and that the processing is based on the User's consent, or a contract which the User is part of or on pre-contractual obligations thereof.
<b>Right to withdraw consent</b>	You have the right at any time to withdraw your consent whenever consent is the legal basis for processing your personal information
<b>Right to lodge a complaint</b>	You have the right to lodge a complaint with a supervisory authority if you consider that the processing of your personal data infringes applicable law. However, we would appreciate if we are offered the opportunity to deal with your concerns before you approach the data protection authority and so please



	contact us before, using the contact information mentioned in the present Privacy and Cookie Notice.
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### **Exercising your Rights**

For further information regarding your rights, to exercise any of your rights, please contact [marigold@marigoldplants.gr](mailto:marigold@marigoldplants.gr) . These requests can be exercised free of charge and we will reply as soon as possible. In general, we reply to your requests within one (1) month of when we received the request, but if the request requires more time then we will inform you accordingly (within one month).

Please note that we may request proof of identity, and we reserve the right to charge a fee where permitted by law, for instance if your request is manifestly unfounded or excessive.

### **Do Not Track Signals**

MARIGOLD PLANTS S.A. takes the privacy and security of its customers, suppliers and partners very seriously, and we strive to put our website users first in all aspects of our business. MARIGOLD PLANTS S.A. utilises cookies to help you get the most out of the MARIGOLD PLANTS S.A. websites.

Please be aware that MARIGOLD PLANTS S.A. currently does not make use of a technical solution that would enable us to respond to your browser's 'Do Not Track' signals. In order to manage your cookie preferences, however, you may alter the cookie settings in your browser settings at any time. You may accept all, or certain, cookies. If you do disable our cookies in your browser settings, you may find that certain sections of our website(s) will not work. For example, you may have difficulties logging in or making online purchases.

You can find further information on how to alter your cookie settings for the browser that you use from the following list:

<https://www.google.com/intl/en/policies/technologies/managing/>

[http://support.mozilla.com/en-US/kb/Cookies#w\\_cookie-settings](http://support.mozilla.com/en-US/kb/Cookies#w_cookie-settings)

<http://windows.microsoft.com/en-US/windows-vista/Block-or-allow-cookies>

<http://www.apple.com/safari/features.html#security>

## **Social Media**

If you participate in various social forums, e.g. Facebook, Twitter, Yammer, Pinterest, Instagram κ . λ π ., you need to be familiar with and understand the tools provided provided by those sites in order to choose how your personal data will be shared with to your profile(s).

H MARIGOLD PLANTS S.A. is bound by the privacy practices or policies of such third parties, its own Social Media House rules and this Privacy and Cookies Notice. Therefore, we advise you to read the applicable privacy statements, terms of use and related information on how to use your personal data in these social media environments.

Also, depending on the settings you have selected on the various social media websites (and in combination with your settings on the MARIGOLD PLANTS S.A. websites., they may be notified to MARIGOLD PLANTS S.A. some of your personal information about your online activities and social media profiles (e.g. interests, family status, gender, username, photo, comments and content you have posted or shared, etc.)

## **Link to other websites**

While browsing the MARIGOLD PLANTS S.A. websites you may come across links to other websites for practical and informational reasons. These websites may operate independently of MARIGOLD PLANTS S.A. and have their own privacy notes, statements and policies. We strongly recommend that you read them to understand how your personal data is being processed in relation to these websites, as we are not responsible for the content of websites owned by another company or managed by a company other than MARIGOLD PLANTS S.A., nor for the use or the privacy practices of these sites.

## **Cloud**

MARIGOLD PLANTS S.A. may store your personal data in the cloud. This means that your personal data may be processed by a cloud service provider on behalf of MARIGOLD PLANTS S.A. and may be stored in different locations around the world. MARIGOLD PLANTS S.A. uses

organizational and contractual measures to protect your personal data and to impose similar, but never less restrictive, requirements on our cloud service providers, including requirements for the exclusive processing of your personal data for the above purposes.

### **How we protect your personal data**

We acknowledge and take seriously our responsibility to protect the personal data you entrust MARIGOLD PLANTS S.A. with, from loss, misuse or unauthorized access. MARIGOLD PLANTS S.A. uses a variety of security technologies and organizational processes that help protect your personal data. For example, we use access controls, firewalls and secure servers, and we encrypt certain types of data, such as financial information and other sensitive data. We also require our service providers to comply with strict data privacy and security requirements. While we take reasonable steps to protect your personal data, as the security of information depends in part on the security of the computer you use to communicate with us and the security you use, you accept the inherent security implications of dealing on-line over the Internet and will not hold MARIGOLD PLANTS S.A. or our data processors responsible for any data breach unless it is due to our negligence. For the best possible protection of your personal data outside the limits of our control, your device should be protected (such as by updated antivirus systems) and your internet service provider should take appropriate measures for the security of network data transmission (such as, for example, firewalls and anti-spam filtering).

### **Special information for parents**

Although the MARIGOLD PLANTS S.A. websites are not generally addressed to children under the age of 16, it is its policy to comply with the applicable legislation when a parent's or guardian's permission is required before collecting, using or disclosing Personal Data of children.

MARIGOLD PLANTS S.A. strongly encourages parents and guardians to take an active role in their children's online activities. If you think we have collected personal data of a child under the age of 16, please contact us.

### **Changes to this Privacy and Cookies Notice**

The services provided by MARIGOLD PLANTS S.A. are constantly evolving and the form and nature of such services may change from time to time without a prior notice. For this reason, we

reserve the right to periodically make changes or additions to this Privacy and Cookies Notice and any material reviews will be posted on our sites.

In order to inform you of any significant changes to this Privacy and Cookies Notice, we will post a clear notice on our Privacy and Cookies notice page, and the date of the last update will be indicated at the top of the Notice. We encourage you to visit the website frequently to read the latest version of the Notice.

The new Privacy and Cookies Notice will be effective from the time of its publication. If you do not agree with the revised notice, you should modify your preferences or stop using the MARIGOLD PLANTS S.A. websites. If you continue to access or use our services after such changes take effect, you agree to be bound by the revised Privacy and Cookies Notice.

**Communications with MARIGOLD PLANTS S.A.**

If you have any complaints or questions regarding the processing of your personal data please contact [marigold@marigoldplants.gr](mailto:marigold@marigoldplants.gr)