Preserved Nature
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Privacy Declaration

Preserved Nature • Version: December 2024

Introduction

In this privacy statement you can read everything about how your personal data is collected and how it is handled by Preserved Nature. In this document we'll explain where and for which purposes your data is stored. In addition, in this document you will also find all your rights regarding your data and how you can use those rights. The privacy statement will sometimes be changed by, for example, legislative changes. It is therefore advisable to consult the statement periodically.

Rowan Agricola, owner of Preserved Nature

1. Preserved Nature

You are currently reading the privacy statement of Preserved Nature. Preserved Nature is a supplier of preserved products. These are real plants, trees, flowers, and moss that are adapted, so that they no longer need maintenance. There are situations where Preserved Nature collects your data. It is therefore advised that you know what is done with your data and how you can indicate your wishes regarding so. If you do not feel comfortable with the use of your data by Preserved Nature, please contact us!

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Preserved Nature is owned by Rowan Agricola.

2. Purpose

Personal data is collected by Preserved Nature for several purposes. These are explained below:

01. **Sending newsletters** — Preserved Nature sends newsletters via e-mail. These newsletters are on the one hand commercial, and the other hand aimed at knowledge sharing. Your last name and e-mail address are collected via the appropriate form on the Preserved Nature website. Also, you may be asked verbally or textually to register.

02. **Contacting us** — Your data will be collected if you contact Preserved Nature via email. In this form, however, you will only be asked for the information required to be able to offer a proposal or a service, such as your name, company name, e-mail address, telephone number and project description.

03. **Analytics** — The Preserved Nature website and social media collects your data to improve the website and to get information about potential clients. This is done with Google Analytics, Facebook, Instagram, LinkedIn, Pinterest, and YouTube. This data is anonymous and is therefore not tied to your data. This includes information such as the duration of your website visit or the pages that you visit more often. All data is only processed with your explicit permission or for the implementation of the agreements that are entered, or because processing is necessary to put you in contact with potential relations and/or contractors.

3. Recipients

The data that Preserved Nature receives, and processes are managed by:

01. **Mailchimp** — Newsletters are sent with Mailchimp. The moment you sign up for the newsletter, your e-mail address and first name are automatically stored in the appropriate list within Mailchimp.

02. **Roundcube** — The Preserved Nature e-mail is hosted by Roundcube. If you contact us via e-mail, those e-mails will be stored on the Roundcube servers.

03. **G-Mail** — Roundcube is the host of Preserved Nature emails. We have connected our Roundcube host to G-Mail. In this way, the relevant e-mails are also stored on the G-Mail servers.

04. **Wix** — The website and back-ups of the website are hosted by Wix. Data that you leave on the Preserved Nature website is stored on the Wix servers. This is, for example, payment data by using the webshop.

05. **Social Media** — Preserved Nature uses different social media platforms to promote their products, these include Facebook, Instagram, LinkedIn, Pinterest, and YouTube.

4. Storage Period

Your data will be stored by Preserved Nature for a longer period, but never longer than necessary for conducting activities, unless we are required to keep your data longer because of legal regulation.

01. **Sending newsletters** — Your e-mail address and the first name are stored in Mailchimp, Wix, Roundcube and/or G-Mail. The storage of your data is for an indefinite period. You can unsubscribe whenever you want via the link at the bottom of the newsletters or by sending an email to info@preservednature.nl.

02. **Contact** — When you contact Preserved Nature via e-mail or Wix, the data that you send, such as your name, company name and e-mail address, will be stored on the mail and website server. These e-mails are stored up for a indefinite period.

03. **Analytics** — The data that Google Analytics collects on the website is anonymous, so not linked to your name, company, or e-mail address. This data is stored within Google Analytics for an indefinite period.

04. **Social Media** — The data that social media platforms collects is not always anonymous. It could include your name, company, or e-mail address. This data is stored within the social media platform for an indefinite period.

5. Security

No physical copies are made of your data. Your data is only managed in the mentioned systems, platforms, and software. The personal data managed by Preserved Nature or by the mentioned third parties can only be accessed via the above software and is password protected.

6. Your Rights

01. **Right to view** — You have the right to always request your data, which is recorded and stored at Preserved Nature. You can do this by sending an e-mail or by contacting Preserved Nature by telephone. You will then receive an overview of your data.

02. **Right to rectification** — Is your information incorrect? Or did you have your details changed? You have the right to have this corrected by Preserved Nature. You can adjust your information by sending an email to info@preservednature.nl with the correct information.

03. **Right to delete data** — Do you no longer want your data to be stored at Preserved Nature? Then you have the right to have your data deleted.

04. **Right to submit a complaint** — You have the right to submit a complaint to the Dutch Data Protection Authority if you believe that Preserved Nature does not correctly manage your data.

05. **Right to objection** — Do you not want Preserved Nature to use your data? Then you have the right to demand us to stop using your data. You can do so by sending an e-mail to info@preservednature.nl together with a copy of your ID, as proof. Whereby the passport photo, passport number, and social security number are visible. Our aim is to respond within seven (7) business days.

7. Duties

Preserved Nature processes personal data based on a legitimate and a commercial interest. We are offering services or products from via e-mail. Your information will never be sold to third parties.

The data that are required to deliver are the minimum data required for offering the services or products. Your e-mail address is needed, for example, to send the newsletter. If this mandatory information is not provided, Preserved Nature cannot offer the relevant service.

If it is necessary to share data that you have shared with Preserved Nature with others than the parties (for example, to offer a service), your permission will first be requested.

Preserved Nature reserves the right to disclose the information when required by law or when Preserved Nature considers it justified to comply with a legal request/process or to protect the rights, property, or security of Preserved Nature. We always try to respect your right to privacy as much as possible.

Do you still have questions? Please contact us via the contact details below.

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