

Privacy Policy

INTRODUCTION

This is the privacy policy of Ceres Media, hereinafter referred to as Ceres Media.

This privacy policy applies to the processing of personal data of users of our (mobile) website World-Agritech.com. In this privacy policy we explain what information we collect, in which way and for what purposes we use it. In addition, we explain what rights you have and how you can exercise these rights.

Ceres Media respects the privacy of its subscribers and customers. Your personal data are carefully handled and secured. The manner in which we process personal data is in accordance with applicable laws and regulations, including the General Data Protection Regulation (“GDPR”).

This privacy statement was last modified on 1 October 2021.

THE CONTROLLER AND CONTACT DETAILS

‘The controller’ is the name given by the GDPR to the party responsible for the use of your personal data within the framework of the services provided by Ceres Media. In this case the controller is always Ceres Media, registered in Arnhem and with office at Overzicht 20, 6862CS Oosterbeek, the Netherlands.

You can always contact us with any questions you have about this privacy policy via info@ceresmedia.nl.

PERSONAL DATA AND PROCESSING PURPOSES

Ceres Media obtains personal data in various ways and uses it for various purposes.

Ceres Media offers website World-Agritech.com. When you visit this website, we collect various details about your visit and the device with which you have visited the website, such as your IP address, your surfing behaviour and your interests. We do this with cookies and similar techniques.

We use this information to improve the use of our website.

The legal basis for the use of personal data obtained by placing cookies and similar techniques depends on the type of cookies. For analytical cookies and cookies with limited consequences for your privacy, the legal basis is the legitimate interest of Ceres Media in improving and optimising World-Agritech.com. We will only place other cookies, such as tracking cookies, with your prior consent.

Communication from Ceres Media

You can subscribe to the newsletter of World-Agritech.com. You can always unsubscribe via the link at the bottom of each received message.

Link-tracking

We can see if you click on a link in one of our newsletters to take you to World-Agritech.com and we can recognise you when you visit the website by means of a tracking link. This allows us to monitor which actions you take having read the email, and to measure how efficient our newsletter is. We do this through cookies. The legal basis for this is your permission.

Community

On World-Agritech.com it is possible to post messages. The information you enter is used to make your comments visible on the website.

RETENTION PERIODS

We do not store your personal data for any longer than is necessary for the purpose for which you have provided the personal data, unless longer storage is necessary to comply with a statutory duty or to fulfill a legitimate interest of Ceres Media.

SHARE AND RELEASE OF PERSONAL DATA

Processors

For the execution of our services we can use services from third parties, for example technical service providers and delivery services. These third parties act as processors for Ceres Media. Ceres Media ensures that these parties offer sufficient guarantees with regard to the application of technical and organisational measures. Ceres Media has entered into a processor agreement with each of these parties which states, among other things, that they only process personal data on behalf of Ceres Media.

Other

For the rest, Ceres Media will only provide personal data to third parties with your explicit consent or if it is obliged to do so by virtue of laws and regulations, or if it is obliged to do so as a result of a lawsuit and/or it deems this to be necessary for protection of its own interests.

SECURITY

We do our utmost best to take appropriate technical and organisational security measures to prevent unauthorised access to, adaptation, disclosure or loss of, personal data. For example, we use a firewall and we have taken encryption measures to prevent unauthorised third parties gaining access to data. Subscriber data is stored at locations that are both physically and technically secure. Only a limited group of people has access to the subscriber data on the basis of their job profiles, and these persons are subject to confidentiality obligations.

YOUR RIGHTS

Removal. If you no longer agree to the processing of your address data by Ceres Media or if you believe that processing of your address data by Ceres Media is no longer necessary for the purpose for which you have provided it, you can ask us to erase the relevant personal data.

Objection. You can at all times object to the use of personal data for direct marketing purposes and/or the (further) receipt of (certain) marketing information. We will then not send you (further) marketing information. An opt-out option is also included in the emails we send you, as well as in other marketing information. When we process your personal data on the basis of Ceres Media's legitimate interests you may object to this processing. We will cease processing unless there are justified grounds that outweigh your interests.

Withdrawal of consent. When processing of your personal data is based on your (explicit) consent, you have the right to revoke this consent at any time, without this affecting the lawfulness of the processing on the basis of the consent before its withdrawal.

Complaint. You have the right to file a complaint with the Dutch Data Protection Authority.

To exercise the rights mentioned above, you can send an email to info@ceresmedia.nl. Ceres Media will respond as soon as possible, but in any case within four (4) weeks.

TRANSFER TO OUTSIDE THE EEA

Ceres Media may use the services of third parties to process your data in accordance with this privacy policy. These parties may be located outside the European Economic Area (EEA) or use servers located outside the EEA.

Ceres Media will only transfer your personal data to other countries in accordance with the applicable regulations for the transfer of personal data to countries outside the EEA if the European Commission has decided that the country involved guarantees an adequate level of protection or if it has passed an alternative decision regarding protection, such as the EU-US Privacy Shield, or if appropriate safeguards are in place such as the use of unmodified standard data protection provisions approved by the European Commission.

TRANSFER OF BUSINESS

In the future, a part of Ceres Media or part of its business activities may be transferred to a third party, or Ceres Media may merge with a third party. In that case, your personal data may also be transferred to this third party. Ceres Media will always inform you in advance in such a case.

CHANGES TO PRIVACY AND COOKIE POLICY

We may change this privacy and cookie policy from time to time. We therefore advise you to regularly check this page to see if changes have been made. If we make substantial changes we will arrange for a more striking notification, for example for certain services we will inform you via email.