

# Privacy Notice

## Who are we and what do we do?

We are The Kingfish Company N.V., Kingfish Zeeland B.V., Kingfish Maine, Inc and affiliates and subsidiaries (collectively referred to as "**Kingfish**", "**we**", "**us**", and "**our**"). Kingfish is a land based sustainable fish farm with offices at Kats, the Netherlands. Sustainability and respect for our fish and the environment are amongst our key values.

## What is this?

Kingfish respects your right to privacy. In this "**Privacy Notice**" we explain what kind of Personal Data we collect in relation to the production and selling of our Product(s) to customers and by providing services related thereto (together, the "**Services**"). We also explain how we store, protect and use your Personal Data and for which purposes.

"**Personal Data**" refers to all the information that could allow someone to be directly or indirectly identified. This definition is in accordance with the Privacy Legislation.

## Privacy and the Privacy Legislation

We take your privacy very seriously. We comply with the EU's General Data Protection Regulation (the "**GDPR**")<sup>1</sup> and other applicable legislation regarding privacy. This legislation will herein be referred to as the "**Privacy Legislation**".

## Our position as Controller

Within the context of providing our Services, we define the purposes and the means of the processing of Personal Data. This means we act as "**Controller**" within the meaning of the Privacy Legislation.

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<sup>1</sup> <http://eur-lex.europa.eu/legal-content/NL/TXT/PDF/?uri=CELEX:32016R0679&from=en>

## What Personal Data do we collect?

As Controller, we may process your Personal Data within various contexts.

We may process your Personal Data within the context of a business-to-consumer relationship (whereby the client is referred to as “**Customer**”). We may also process your Personal Data in a general context, e.g. via our Webshop and social media accounts (“**General Matters**”).

### Customer(s)

<b>Personal Data:</b>	<b>Purpose(s):</b>	<b>Legal ground(s):</b>
<p><i>If you buy (a) Product(s):</i></p> <p>Your first- and last name, e-mail address, telephone number and address details (street, zip code, city and country).</p> <p>If you want us to ship the Products to a different address, we will also process the first- and last name, address details and the optional order notes you provided us with.</p>	<p><i>We use these data to:</i></p> <ul style="list-style-type: none"> <li>- process your order;</li> <li>- deliver the order at the correct address;</li> <li>- include on your invoice.</li> </ul>	<p>We may process these data, because this is necessary to <b>perform our contract</b> with you (i.e. process and handle your order).</p> <p>Please note: if you provide someone else’s name and address information in order to send the Product(s) to them, we have a <b>legitimate interest</b> to process this data in order to successfully deliver the order.</p>
<p><i>Payment information:</i></p> <p>Invoice and payment details (e.g. contact details, transaction details, payment method and applicable taxes).</p> <p>We do not process any specific payment data, such as bank account numbers.</p>	<p><i>We use these data to:</i></p> <ul style="list-style-type: none"> <li>- send you invoices;</li> <li>- process and administer payments;</li> <li>- include in our (financial) administration to comply with Tax and Customs Administration regulations.</li> </ul>	<p>We may process these Personal Data, because we need these Personal Data to <b>perform our contract</b> with you.</p> <p>We are also <b>legally obligated</b> to process and/or share (some of) these data for/with the national tax authorities.</p>

(E-mail) Correspondence

<b>Personal Data:</b>	<b>Purpose(s):</b>	<b>Legal ground(s):</b>
<p><i>If you contact us:</i></p> <p>Your name, e-mail address and/or telephone number (depending on how you contact us), and the content of the correspondence between you and Kingfish.</p>	<p><i>We use these data to:</i></p> <ul style="list-style-type: none"> <li>- answer your questions and/or handle complaints;</li> <li>- support you in purchasing our Product(s);</li> <li>- improve our Product(s) and Services as a result of questions and feedback</li> </ul>	<p>We may process these data, because we have a <b>legitimate interest</b> to contact and assist you based on your comment or question and to improve our Services and Product(s) as a result of the questions and feedback we receive.</p>
<p>Newsletters</p> <p>First- and last name and e-mail address.</p>	<p><i>We use these data to:</i></p> <ul style="list-style-type: none"> <li>- send you our newsletter and keep you informed on all our (future) activities and Products.</li> </ul>	<p>We may send you newsletters, if you gave us <b>permission</b> to do so.</p> <p>If you have purchased a Product before, we may send you newsletters based on our <b>legitimate interest</b> to inform you about similar Products.</p> <p>It is always possible to unsubscribe from our newsletter via the link at the bottom of each newsletter.</p>

General Matters

<b>Personal Data:</b>	<b>Purpose(s):</b>	<b>Legal ground(s):</b>
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<p><i>Technical information:</i></p> <p>Information on the device, IP-address and browser used to access our Services.</p>	<p><i>We use these data to:</i></p> <ul style="list-style-type: none"> <li>- communicate in the same language of the browser;</li> <li>- adapt our Website to the used device;</li> <li>- improve the usability of our Website.</li> </ul>	<p>We may process this data because we have a <b>legitimate interest</b> to do so, i.e. to provide you with a good functioning Website and improve our Services for our users.</p>
<p><i>Via our social media pages:</i></p> <p>Information you make public, when you leave a comment or otherwise post something on our social media channels.</p>	<p><i>We use these data to:</i></p> <ul style="list-style-type: none"> <li>- contact you via our social media channels;</li> <li>- process your feedback left on our social media channels.</li> </ul>	<p>We may process these Personal Data, because we have a <b>legitimate interest</b> to process these data and because the visitors voluntarily made this information public.</p> <p>Our social media pages are also controlled by the social medium itself. Please check their own privacy policies, to see how they handle Personal Data:</p> <p><b>Facebook:</b> <a href="#">Privacy Policy</a></p> <p><b>Instagram:</b> <a href="#">Privacy Policy</a></p> <p><b>LinkedIn:</b> <a href="#">Privacy Policy</a></p>

## Cookies

We may use cookies on our Webshop. A cookie is a simple small text file that can be stored in your computer when visiting the Webshop. This text file identifies your browser and/or computer. When visiting our Webshop again, the cookie ensures that our Webshop recognizes your browser or computer. Cookies help us to provide you with a good experience when you browse our Websites.

For more information on our use of cookies, please visit our website <https://www.the-kingfish-company.com/>.

## **For what period will we retain Personal Data?**

We will not process or store any Personal Data that we do not need. We store Personal Data only for as long as we need it for the above purposes. In this respect, we apply the following retention periods:

**Account and login information** | We store the (personal) data linked to your account as long as you have this account. If you delete that account, we will retain the data related to the account three (3) more months in our back-and in case you change your mind or when the removal was unintentional.

**Contact** | If you contact us, we store your data as long as necessary to deal with your question or complaint.

**Financial administration** | We store our administration for the tax authorities in accordance with our legal obligation for seven (7) years, unless we are legally obliged to retain the data for a longer period.

**Newsletters** | This data is stored until you unsubscribe from our newsletter.

**Purchase of Product(s)** | We store these data as long as necessary to complete your order and process the payment.

**Social media information** | This data is stored for as long as it is necessary for its purposes. The data users share on our social media pages can in most cases be adjusted or deleted by the user itself.

After expiry of the aforementioned retention period, we may process and retain certain Personal Data to comply with legal retention obligations and/or for fraud/misuse investigations. In such events, we will retain the data separately and encrypted and only use such data for the aforementioned purposes.

## **Who do we share your Personal Data with?**

### *Processors*

We use processors to assist us in our Services provided (our “**Processors**”). Within this context these Processors receive Personal Data from us which they process by our order. We use, for instance, Processors for hosting our data and services, development and managing our (internal) processes. We enter into a data processing agreement with all of our Processors. Our use of Processors is in accordance with the Privacy Legislation.

### *External Controllers*

We may also share your Personal Data with external Controllers in the following cases:

- **Payments:** Your payment will be processed via a third-party payment service provider (including but not limited to Mollie, Wix Payments, iDEAL, VISA, PayPal, MasterCard and American Express) and respectively the terms and conditions of those services will apply to the payments you make using them. Any Personal Data you provide to this payment provider will be processed by the payment provider (as Controller) in accordance with their own privacy policies.
- **Shipping:** We share the relevant Personal Data with our logistic partners to deliver your package(s).
- **Tax authorities:** We are legally obliged to include (some of) the Personal Data in our financial administration, which has to be shared with the national tax authority. The tax authority will process these Personal Data in accordance with its own privacy policies.

Apart from the above, we will not share your Personal Data with third parties, unless we are legally obliged to do so.

## **Export of Personal Data outside the European Union**

We may transmit Personal Data to parties outside the European Union, if one of our Processors is established outside the European Union. We make sure the transmission of Personal Data outside the European Union is in accordance with the Privacy Legislation (chapter 5 of the GDPR), meaning the Personal Data will only be transferred to a company or country that provides an adequate level of protection.

## **Security**

We take appropriate organizational and technical measures to protect Personal Data against loss or other forms of unlawful processing. These measures ensure a level of security that is appropriate to the data we process.

## **Changes in this Privacy Notice**

We are constantly looking for ways to improve our Services. Therefore, we may update this Privacy Notice from time to time. If we change the Privacy Notice significantly, we will post a notification together with the updated Privacy Notice.

## Your rights and who to contact

As laid down in the Privacy Legislation, you have the right to:

- ask us for access to and/or a copy of the Personal Data we process of you;
- ask us to transfer such copy to another Controller;
- ask us to adjust, review or remove your Personal Data from our systems;
- ask us to restrict the processing of your Personal Data;
- object to the processing of your Personal Data;
- file a complaint with [the Dutch Data Protection Authority](#), if you believe that we process your Personal Data unlawfully.

If you have any questions, comments or concerns regarding the way we handle your Personal Data, please do not hesitate to contact us through the contact details below.

### **The Kingfish Company N.V.**

Attn. Legal Department

Oost-Zeedijk 13

4485 PM Kats

The Netherlands

**E:** [privacy@kingfish-zeeland.com](mailto:privacy@kingfish-zeeland.com)

**W:** <https://www.the-kingfish-company/>

**Chamber of Commerce no.:** 64625060