MITROFRESH B.V.

PRIVACY STATEMENT

Mitrofresh B.V.
Transportweg 61
2676 LM Maasdijk
mitrofresh.com
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1 GENERAL INFORMATION

PRIVACY

Mitrofresh B.V. takes your privacy seriously. We process your personal data when you use our website or our services, or because you provide this data to us yourself.

Within the meaning of the General Data Protection Regulation (GDPR), Mitrofresh B.V. is the controller.

SUMMARY

This privacy statement gives you a transparent and clear overview of:

a. Which personal data we process;
b. For what purpose and on what legal basis we do so, and how long we keep your data;
c. Which processors we use;
d. How we handle cookies and other storage in your browser;
e. Which rights you have under the GDPR and how to exercise them;
f. Which measures we take to protect your personal data.

2 WHICH PERSONAL DATA WE PROCESS

WHEN YOU FILL IN A FORM

On our website you can contact us, request a price list, register as a supplier, apply for a job or request a call back through the chat assistant. Depending on the form, we process:

a. Name, company name and job title;
b. Email address and phone number;
c. Country and website of your company;
d. Your message and the choices you make in the form (for example products or a mixed pallet);
e. For a job application also whether you live in the Netherlands and, if you send it, your CV.

WHEN YOU USE THE CHAT ASSISTANT

We process your questions, the assistant's answers and the page and language you chat on. We only process other personal data in the chat if you type it in yourself. We therefore ask you not to share sensitive data in the chat.

WHEN YOU VISIT OUR WEBSITE

As with any website, your IP address and data about your browser and device end up in the log files of our web server. To prevent misuse of the forms and the chat, we turn your IP address into an encrypted code that changes every day; we do not store your IP address itself for this.

3 SPECIAL AND/OR SENSITIVE PERSONAL DATA WE PROCESS

MINORS

Our website and services do not intend to collect data about website visitors under the age of 16, unless a parent or guardian has given written permission. Mitrofresh B.V. cannot check whether a visitor is over 16, so we advise parents to be involved in the online activities of their children. Together we can prevent data about children being collected without parental consent.

CONTACT US IF YOU SUSPECT A MISTAKE

If you believe that we have collected personal data about a minor without this permission, please contact us at mfinvoice@mitrofresh.com. We will then delete this information immediately.

4 WHY, ON WHAT BASIS AND FOR HOW LONG

PURPOSES AND LEGAL BASES

Mitrofresh B.V. processes your personal data for the following purposes:

a. Answering your question, price list request or call-back request and making you an offer. Legal basis: the consent you give in the form and taking steps prior to entering into a contract;
b. Assessing your job application or supplier registration and following up with you. Legal basis: your consent and taking steps prior to entering into a contract;
c. Answering your questions through the chat assistant and improving its answers. Legal basis: our legitimate interest in providing good and quick information;
d. Keeping our website secure and preventing misuse. Legal basis: our legitimate interest.

We do not use your data for advertising and we do not sell it.

RETENTION PERIODS

Mitrofresh B.V. does not keep your personal data longer than necessary for the purposes for which it was collected:

a. **Form messages** reach us by email and we keep them as long as needed to handle them and for any business relationship. The web server only keeps a copy of the latest 500 messages per form; older messages are deleted automatically;
b. **Job applications** are deleted no later than four weeks after the application procedure ends, unless you give permission to keep them for up to one year. Your CV is not stored on the web server; it is only sent to us as an email attachment;
c. **Chat conversations** stay on the web server for 30 days. We use a copy to improve the assistant's answers; it is deleted after twelve months at most;
d. **Log files** of the web server are kept for a limited period for security and to resolve faults.

If you would like information about our retention periods in your specific case, please contact us at mfinvoice@mitrofresh.com.

5 PROCESSING BY THIRD PARTIES

OUR PROCESSORS

For our website we use the following processors. They process your data only on our instructions:

a. **Visionhost:** hosting of the website;
b. **Postmark** (ActiveCampaign, LLC, United States): sending the emails with your form messages and call-back requests to us;
c. **Microsoft** (Microsoft 365): our email; your messages arrive in our mailbox;
d. **OpenAI:** generates the chat assistant's answers. Your questions and the course of the conversation are sent to OpenAI for this. OpenAI does not use this data to train its models and keeps it for no more than 30 days to check for misuse.

We have made agreements with these processors about the security and confidentiality of your data. We require them to apply at least the same level of security that we, as the controller, offer you.

TRANSFERS OUTSIDE THE EUROPEAN UNION

Postmark and OpenAI may process your data in the United States. This is based on the EU-U.S. Data Privacy Framework or the standard contractual clauses of the European Commission, so that your data is adequately protected there.

OTHER PARTIES

On recipe pages with a video, the video's preview image is loaded from the servers of YouTube (Google); as a result, Google receives your IP address. The video itself only starts when you click it, via youtube-nocookie.com. From that moment on, Google's privacy policy applies.

Links to social media, Google Maps and the app stores only take you to those websites when you click them. Their own privacy policies apply on their websites.

6 COOKIES AND STORAGE IN YOUR BROWSER

COOKIES

Our website does not place any cookies. We do not use analytics cookies, tracking cookies or advertising networks. That is why we do not ask you for cookie settings.

STORAGE IN YOUR BROWSER

Two features store data only in your own browser:

a. **Mixed pallet:** the products you put on your pallet are kept on your device. They are only sent to us when you submit a form;
b. **Chat assistant:** the conversation is kept while the tab is open, so you can continue chatting on another page. It is deleted when you close the tab.

You can always clear this data in your browser settings.

VIDEOS

If you play a YouTube video, YouTube may use cookies or similar techniques. Google's privacy policy applies to this.

7 VIEWING, CORRECTING OR DELETING YOUR DATA

YOUR RIGHTS

You have the right to:

a. access your personal data;
b. request correction of your data;
c. request that we process less of your data;
d. request deletion of your data;
e. object to processing based on our legitimate interest;
f. withdraw your consent, without affecting the processing before the withdrawal;
g. have your data transferred to someone else;
h. lodge a complaint as described in article 8.

If you have any questions or comments about the processing of data by Mitrofresh B.V., please send a request to mfinvoice@mitrofresh.com.

Mitrofresh B.V. wants to be sure that the request was made by you. We may therefore ask you to prove your identity, for example with a copy of your identity document. In that copy, please black out your passport photo, the MRZ (machine readable zone, the strip with numbers at the bottom of the passport), your passport number and your citizen service number (BSN).

Mitrofresh B.V. will respond to your request as soon as possible, and in any case within four weeks.

8 RIGHT TO COMPLAIN

INTERNAL HANDLING

If you have a complaint about the way we process (personal) data, Mitrofresh B.V. will gladly help you resolve it together. Please address your complaint to mfinvoice@mitrofresh.com first.

DUTCH DATA PROTECTION AUTHORITY

Under the General Data Protection Regulation, you have the right to lodge a complaint about our processing of your personal data with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) or the supervisory authority in your own country. More information (in Dutch): autoriteitpersoonsgegevens.nl/nl/zelf-doen/privacyrechten/klacht-over-gebruik-persoonsgegevens

9 SECURITY

ENCRYPTED CONNECTION

Our website uses a secure connection (SSL/TLS). All data you send through the website, such as forms and chat messages, travels to our server encrypted and cannot be read by third parties. You can recognise this by the padlock and by https:// in your browser's address bar.

WE TAKE SECURITY SERIOUSLY

Mitrofresh B.V. takes the protection of your data very seriously and takes appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised alteration. If you feel that your data is not properly secured or there are signs of misuse, please contact us immediately at mfinvoice@mitrofresh.com.

10 CHANGES TO THIS PRIVACY STATEMENT

CHANGES

Because Mitrofresh B.V. regularly reviews its own policy and new processing purposes may be added to our website(s), this privacy statement may change. This version dates from November 2026. If the Dutch and English versions differ, the Dutch version prevails.

11 QUESTIONS

CONTACT PERSON

Mitrofresh B.V. has appointed Marielle de Beer as the person responsible for GDPR matters. If you have any comments on this privacy statement or general questions about the GDPR, please contact marielle@mitrofresh.com.