

Principles

Data and information policy

The information policy secures the use of various types of information and data. Its use will be assessed against the principles below.

We distinguish between different types of data:

- 1 Public data:**
 - this data is public and may be shared externally (e.g. clock information, supply in Floriday)
- 2 Non-public data:**
 - this data is always checked against set principles (e.g. direct trade)
- 3 Strictly confidential data:**
 - this data is exclusively for individual grower and buyer (e.g. contract trading, sticker information and exporter module)

Our guiding principles:

- Growers and buyers **always have access** to their data.
- Royal FloraHolland handles your data with **integrity, security and confidentiality** and safeguards this with a transparent and verifiable Information Policy.
- We comply with applicable privacy, competition and data security **laws & regulations**.
- Use of data (public and non-public) serves **the interest of all parties** in the marketplace and is assessed against the Information Policy.
- Non-public data is **not traceable** and we prevent data from being used to mutual agreements (cartelization).

This is how we protect data:

- **Restricted access:** access is restricted to employees who need it because of their job.
- **Security:** Floriday is secured to the highest standards and is continuously monitored for risks. Data exchange with your own software is also our top priority.
- **Employee training:** To increase awareness, all RFH employees are (continuously) trained on security awareness.
- **Regulating access to systems:** access to systems is regulated with authentication and authorisation measures. Strictly confidential data from Floriday does not enter RFH's other systems.
- **Sanctions for violation:** in the event of observed or reported violations, sanctions are laid down.
- **Supervisor:** The Data Committee monitors the implementation of the Information Policy, it discusses and evaluates it. The Members' Council reviews new developments at Floriday. In doing so, the Members' Council always has the opportunity to make adjustments.
- **Annual external audit:** An independent audit of the operation of the measures and the Information Policy is commissioned annually by the Data Committee.