

Principles of the Information Policy

The Information Policy guarantees the use and shareability of trade information. In addition, all forms of information sharing are tested against the following principles.

- ✓ **Royal FloraHolland complies with laws and regulations based on privacy, competition and data security.**
- ✓ **Royal Floraholland ensures that the security of the data is guaranteed -integrity and confidentiality-,**
- ✓ **and that this is demonstrable.**

Royal Floraholland distinguishes between different types of data:

- 1 Personal transaction data:**
→ accessible at all times for the grower or buyer in question.
- 2 Royal Floraholland transaction data publicly available (clock):**
→ this data is public and may be shared with external parties.
- 3 Royal Floraholland transaction data that is not publicly available (direct):**
→ this data is always tested against defined principles.
- 4 Data strictly confidential**
→ this data is exclusively for an individual Grower or Buyer (e.g. contract information, consumer price, etc.).

Our principles:

Transaction data principles public and not public:

→ **Data use is always in line with the purpose for which it has been used.** We always adopt a critical approach to any queries and only provide the necessary information to respond to these. Sharing of information serves the interests of parties connected to the marketplace.

Principles for non-public transaction data:

→ **Not traceable.** Individual data cannot be retrieved through Royal Floraholland (subject to permission of the grower or buyer and unless legally permitted). This is in order to protect the confidentiality of individual data of growers and buyers.
→ **No cartel formation.** We prevent data from being used for the purposes of making mutual implicit and explicit agreements (cartel formation).

Principles for strictly confidential data:

→ **Only the grower and buyer concerned** have access to this data.
→ **For support purposes, permission will always be requested** before consulting this data.

MORE INFORMATION

→ Go to www.royalfloraholland.com/data-policy or www.floriday.io/en/data-policy
Or contact the Royal FloraHolland Customer Contact Centre on 088-789 89 89 or contactcenter@royalfloraholland.com.