

Privacy Policy – Varekamp Coldstores Holland (Updated October 2025)

At Varekamp Coldstores Holland, we value your privacy and are committed to protecting your personal data. This Privacy Policy explains what data we collect, how we use it, and what rights you have under the General Data Protection Regulation (GDPR) and other applicable privacy laws.

1. Data Controller

Varekamp Coldstores Holland
's-Gravenzandseweg 246, 3151 VB Hoek van Holland
Email: info@varekampcoldstores.nl
Website: www.varekampcoldstores.nl

2. Personal Data We Collect

We only collect personal data that you voluntarily provide or that is automatically gathered through your use of our website. This includes:

- Name, company name, and contact details
- Email address and telephone number
- IP address and browser information
- Messages sent via contact forms or email
- Cookies and analytics data

We do not collect special category data such as health or religious information.

3. Purpose and Legal Basis for Processing

Your data is processed only for specific purposes and on the following legal grounds:

- Responding to inquiries or requests – performance of contract / legitimate interest
- Improving website functionality – legitimate interest
- Sending newsletters (if applicable) – consent
- Administrative and accounting purposes – legal obligation
- Website analytics and cookies – consent (via cookie banner)

4. Data Retention

We do not retain your personal data longer than necessary:

- Contact form data: up to 2 years
- Client/supplier data: 7 years (tax regulations)
- Cookies: according to cookie settings (max. 12 months)

After this period, data is securely deleted or anonymized.

5. Data Sharing with Third Parties

We only share your data when necessary to provide services or comply with the law, including:

- Hosting and IT providers
- Email and CRM platforms
- Accounting and administrative partners

- Web analytics providers (e.g., Google Analytics 4)

All partners are bound by a Data Processing Agreement (DPA) and may not use your data for other purposes. No data is sold or transferred outside the EEA without safeguards.

6. Cookies and Similar Technologies

Our website uses cookies to enhance functionality, analyze usage, and, with your consent, offer personalized content. On your first visit, you can choose your cookie preferences via the cookie banner.

Types of cookies:

- Essential – required for proper website operation
- Analytical – to measure and improve performance (anonymous)
- Marketing – only placed after consent

We use Google Analytics 4 with IP anonymization enabled.

7. Data Security

We implement strict technical and organizational security measures, including:

- SSL encryption
- Access control and authentication
- Secure European servers
- Regular updates and staff training

All employees are bound by confidentiality agreements.

8. Your Rights

You have the right to:

- Access your data
- Request correction or deletion
- Object to processing
- Restrict processing
- Request data portability
- Withdraw consent at any time

Send your request to info@varekampcoldstores.nl. We will respond within 30 days. If you believe your rights are violated, you may file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens).

9. Changes to This Privacy Policy

We may update this policy periodically to reflect changes in law or operations. The most recent version is always available on our website.

Last updated: October 2025