

# Privacy Policy

When you use our website, personal data is collected from you. This personal information may be the information necessary for you to use our website, for any information that may be required to accommodate your preferences, or for information that you provide us with yourself through the contact options on our website.

The protection of your personal data is important to us, starting with your visit to our homepage. Your data will be protected in accordance with the law. This is guaranteed by an external data protection officer, among other things.

Below you will find information about which data is collected during your visit to our homepage and how it is used.

## 1. Name and contact details of the controller and the data protection officer

This privacy policy applies to data processing by:

### Responsible:

Fairtrade Labeling Organizations International e.V. (hereafter "Fairtrade International")

Bonner Talweg 177

53129 Bonn Germany

Email: [digital@fairtrade.net](mailto:digital@fairtrade.net)

Phone: +49 (0) 228 949230

Fax: +49 (0) 228 2421713

The external data protection officer can be reached at the address:

dhpg IT Services GmbH, Bunsenstrasse 10a, 51647 Gummersbach, or at [datenschutz@dhpg.de](mailto:datenschutz@dhpg.de) and at the telephone number +49 (0) 2261-8195-0.

## 2. Collection and storage of personal data as well as the nature and purpose of their use

### a) When visiting the website

When you visit our website <https://www.fairtrade.net/>, the browser used on your device automatically sends information to the server of our website. This information is temporarily stored in a so-called log file. The following information will be collected without your intervention and stored until automated deletion:

- IP address of the requesting computer,
- date and time of access,
- name and URL of the retrieved file,
- website from which access is made (referrer URL),
- the browser used and, if applicable, the operating system of your computer as well as the name of your access provider.

The data mentioned are processed by us for the following purposes:

- ensuring a smooth connection of the website,
- ensuring comfortable use of our website,
- evaluation of system security and stability as well
- for further administrative purposes.

The legal basis for data processing is Art. 6 para. 1 sent. 1 lit. f of the General Data Protection Regulation (“GDPR”).

### **b) When registering for the Fairtrade Flower Platform**

Pursuant to Art. 6 para. 1 sent. 1 lit. b of the GDPR, we use your personal data to perform our contract and give you access to the Fairtrade Flower Platform where you can share uploaded photos, videos or other data with other platform users.

According to Art. 6 para. 1 sent. 1 lit. a GDPR we publish your personal data on the platform so other user can see them and provide the data to commercial partners (e.g. licensee of the finished product) if they want to use the data including pictures to promote Fairtrade products (e.g. annual report, sustainability reports, media articles, websites)

Pursuant to Art. 6 para. 1 sent.1 lit. a of the GDPR, if you have expressly consented, we use your email address to send you update information when the content was changed. It is possible to unsubscribe at any time, for example via a link at the end of each update information. Alternatively, you can send your unsubscribe request by email to [newsletter@fairtrade.net](mailto:newsletter@fairtrade.net).

We delete your personal data when you delete them on the platform or at least when you delete your account.

Just for the Farm Responsibles: According to Art. 6 para. 1 sent.1 lit. b we use the email address to remember you to update the information of your project.

## **3. Disclosure of data**

A transfer of your personal data to third parties for purposes other than those listed below does not take place. We only share your personal information with third parties if:

- you have given express consent to this according to Art. 6 para. 1 sent. 1 lit. a of the GDPR,
- disclosure pursuant to Art. 6 para. 1 sent. 1 lit. f of the GDPR is required to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding legitimate interest in not disclosing your data,
- disclosure pursuant to Art. 6 para. 1 sent. 1 lit. c of the GDPR is a legal obligation, as well as
- this is legally permissible and according to Art. 6 para. 1 sent. 1 lit. b of the GDPR is required for the settlement of contractual relationships with you.

Our legitimate interest follows from the data collection purposes listed above. We never use the collected data for the purpose of drawing conclusions about you. In addition, we use

cookies and analysis services when visiting our website. Further explanations can be found under no. 8, 9 and 10 of this Privacy Policy.

#### **4. Affected rights**

You have the right:

- in accordance with Art. 15 of the GDPR, to obtain information about your personal data processed by us. In particular, you may provide information on the processing purposes, the category of personal data, the categories of recipients to whom your data has been disclosed, the planned retention period, the right of rectification, erasure, restriction of processing or opposition the existence of a right of appeal, the origin of their data, if not collected from us, and the existence of automated decision-making including profiling and, if necessary, meaningful information about their details;
- in accordance with Art. 16 of the GDPR, immediately demand the correction of incorrect or complete personal data stored with us;
- in accordance with Art. 17 of the GDPR, to seek the cancellation of your personal data stored by us, unless the processing for exercising the right to freedom of expression and information, for the fulfilment of a legal obligation, for reasons of the public interest or for assertion, Exercise or defence of legal rights is required;
- in accordance with Art. 18 of the GDPR, to demand the restriction of the processing of your personal data, as far as the accuracy of the data is disputed by you, the processing is unlawful, but you reject its deletion and we no longer need the data, but you do so for Require the prosecution, exercise or defence of legal claims or you have objected to the processing pursuant to Art. 21 of the GDPR;
- in accordance with Art. 20 of the GDPR, to receive your personal data provided to us in a structured, standard and machine-readable format or to request transmission to another person responsible;
- according to Art. 7 para. 3 of the GDPR, to revoke your once given consent to us at any time. As a result, we are not allowed to continue the data processing based on this consent for the future and
- to complain to a supervisory authority pursuant to Art. 77 of the GDPR. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our registered office.

#### **5. Right to object**

If your personal data are based on legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f of the GDPR are processed, you have the right to file an objection against the processing of your personal data in accordance with Art. 21 of the GDPR, provided that there are reasons for this arising from your particular situation or the objection is directed against direct mail. In the latter case, you have a general right of objection, which is implemented by us without specifying any particular situation. If you would like to exercise your right of revocation or objection, please send an email to [datenschutz@dhp.de](mailto:datenschutz@dhp.de).

#### **6. Data security**

We use the popular SSL (Secure Socket Layer) method within the site visit, in conjunction with the highest level of encryption supported by your browser. We also take appropriate

technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or total loss, destruction or against unauthorized access by third parties. Our security measures are continuously improved in line with technological developments.

## **7. Updating and changing the privacy policy**

This privacy statement is currently valid as of May 2018. As our website evolves and offers become available, or as a result of changes in legal or regulatory requirements, it may be necessary to change this privacy policy. The current privacy policy can be viewed and printed by you at any time on the website at <https://www.fairtrade.net/privacy>.

## **8. Cookies**

We use cookies on our site. These are small files that your browser automatically creates and that are stored on your device (laptop, tablet, smartphone, etc.) when you visit our site. Cookies do not harm your device, do not contain viruses, Trojans or other malicious software. In the cookie information is stored, each resulting in connection with the specific terminal used. This does not mean that we are immediately aware of your identity. On the one hand, the use of cookies serves to make the use of our offer more pleasant for you. For example, we use so-called session cookies to recognize that you have already visited individual pages on our website. These are automatically deleted after leaving our page.

In addition, to improve usability, we also use temporary cookies that are stored on your device for a specified period of time become. If you visit our site again to take advantage of our services, we automatically recognize that you have already been with us and what inputs and settings you have made, so you do not have to re-enter them. On the other hand, we use cookies in order to statistically record the use of our website and to evaluate it for the purpose of optimizing our offer (see Section 5). These cookies allow us to automatically recognize when you visit our site again that you have already been with us. These cookies are automatically deleted after a defined time.

The data processed by cookies are for the purposes stated in order to safeguard our legitimate interests as well as the third party pursuant to Art. 6 para. 1 sent. 1 lit. f of the GDPR.

Most browsers accept cookies automatically. However, you can configure your browser so that no cookies are stored on your computer or a warning always appears before a new cookie is created. However, disabling cookies completely may mean that you cannot use all features of our website.

## **9. Tracking tools**

The tracking measures listed below and used by us are based on Art. 6 para. 1 sentence 1 lit. f of the GDPR. With the tracking measures to be used, we want to ensure a needs-based design and the continuous optimization of our website. On the other hand, we use the tracking measures to statistically record the use of our website and evaluate it for the purpose of optimizing our offer for you. These interests are to be regarded as justified within the meaning of the aforementioned provision. The respective data processing purposes and data categories can be found in the corresponding tracking tools.

## **a) Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, your IP address will be shortened by Google beforehand within member states of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator.

The information is used to evaluate the use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage for the purposes of market research and tailor-made website design. This information may also be transferred to third parties if required by law or if third parties process this data in the order. In no case will your Google Analytics determined IP address be merged with any other Google data. The IP addresses are anonymized, so that an assignment is not possible (IP masking).

You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this website to the fullest extent possible. In addition, you may prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) as well as the processing of this data by Google by using the following link (<http://tools.google.com/dlpage/gaoptout?hl=en>) to download and install the available browser plugin.

As an alternative to the browser add-on, especially for browsers on mobile devices, you can prevent the collection by Google Analytics by clicking on this link. An opt-out cookie will be set which prevents the future collection of your data when visiting this website. The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you must set the opt-out cookie again.

For more information about privacy related to Google Analytics, see the Google Analytics Help Center (<https://support.google.com/analytics/answer/6004245?hl=en>).

## **10. Social Media Plugin**

We rely on our website on the basis of Art. 6 para. 1 sentence 1 lit. f of the GDPR social plug-ins from the social networks Facebook, Twitter, You Tube, Google+, and LinkedIn to make our association better known. The underlying commercial purpose is to be regarded as a legitimate interest within the meaning of the GDPR. Responsibility for the operation compliant with data protection is to be guaranteed by the respective provider. The integration of these plug-ins by us is done by means of the so-called two-click method to

protect visitors to our website in the best possible way.

can be found in Twitter's privacy policy (<https://twitter.com/privacy>).

## **YouTube**

Our website also uses so-called "social plugins" ("plugins") provided by YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA. ("YouTube"). The plugins are marked with a YouTube logo, for example in the form of a "YouTube camera".

When you visit a page of our website that contains such a plugin, your browser connects directly to the servers of YouTube. The content of the plugin is transmitted by YouTube directly to your browser and integrated into the page. Through this integration, YouTube receives the information that your browser has accessed the corresponding page of our website, even if you do not have a YouTube profile or are currently not logged in to YouTube.

This information (including your IP address) is sent from your browser directly to a YouTube server in the US and stored there. If you are logged in to YouTube, YouTube can immediately associate your visit to our website with your YouTube account. If you interact with the plugins, for example by clicking the "YouTube" button, this information will also be sent directly to a server on YouTube and stored there. The information will also be posted on your YouTube account and displayed there to your con-tacts.

If you do not want YouTube to directly associate the data collected through our website with your YouTube account, you must log out of YouTube prior to visiting our website. Further information can be found in YouTube's privacy policy (<https://www.youtube.de/t/privacy>).