

# Privacy Policy of [www.astfresh.eu](http://www.astfresh.eu)

This Website collects certain Personal Data from its Users.

## Owner and Data Controller

**AST Fresh B.V.**

Poelweg 40

1424 PB De Kwakel

The Netherlands

**Owner contact email:** [info@astfresh.eu](mailto:info@astfresh.eu)

## Types of Data collected

Among the types of Personal Data that this Website collects, by itself or through third parties, there are: Cookies and Usage Data. Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy. Personal Data may be freely provided by the User or collected automatically when using this Website. Any use of Cookies – or of other tracking tools – by this Website or by the owners of third-party services used by this Website serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document.

## Mode and place of processing the Data

### Methods of processing

The Owner takes appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data. The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of this Website (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

### Location

The Data is processed at the Owner's operating offices and in any other places where the external parties involved in the processing are located.

### Retention time

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for. The User can always request the Owner to cancel the Data processing or remove the Data.

## The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Services, as well as for the following purposes: Interaction with external social networks and platforms, Analytics, Displaying content from external platforms and Backup saving and management.

Users can find further detailed information about such purposes of processing and about the specific Personal Data used for each purpose in the respective sections of this document.

## Detailed information on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

### **Analysis.**

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of general User behavior.

#### **Google Analytics (Google LLC.)**

Google Analytics is a web analysis service provided by Google LLC. ("Google"). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

Personal Data collected: Cookies and Usage Data.

Place of processing: United States

– [Privacy Policy](#) – [Opt Out](#). Privacy Shield participant.

### **Storage and management of back-ups.**

This type of service allows the Owner to save and manage backups of this Website on external servers managed by the service provider itself. The backups may include the source code and content as well as the data that the User provides to this Application.

#### **Backup on Google Drive (Google LLC.)**

Google Drive is a service to save and manage backups provided by Google LLC..

Personal Data collected: various types of Data as specified in the privacy policy of the service.

Place of processing: United States

– [Privacy Policy](#). Privacy Shield participant.

**Display of content of other platforms.**

This type of service allows you to view content hosted on external platforms directly from the pages of this Website and interact with them.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

**Google Maps widget (Google LLC.)**

Google Maps is a maps visualization service provided by Google LLC. that allows this Website to incorporate content of this kind on its pages.

Personal Data collected: Cookies and Usage Data.

Place of processing: United States

– [Privacy Policy](#). Privacy Shield participant.

**Additional information about Data collection and processing****Legal procedures**

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of this Website or the related Services. The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

**System logs and maintenance**

For operation and maintenance purposes, this Website and any third-party services may collect files that record interaction with this Website (System logs) use other Personal Data (such as the IP Address) for this purpose.

**Information not contained in this policy**

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

**User rights**

User has the right to know whether his/her Personal Data is stored. They can request the Data Controller to reveal the content and origin hereof, check the accuracy or request addition, correction or removal from User Data.

**Changes to this privacy policy**

The Owner reserves the right to make changes to this privacy policy at any time by giving notice to its Users on this page and possibly within this Website. It is strongly recommended to check this page regularly, referring to the date of the last modification listed at the bottom.

**Information about this Privacy Policy**

The Owner is responsible for this Privacy Policy

## **Definitions and legal framework**

### ***Personal Data (or Data)***

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

### ***User Data***

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Website) and the details about the path followed within the Website with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

### ***User***

The natural person using this Website and to whom the Personal Data and Cookies relates to..

### ***Data Controller (or Owner)***

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

### ***This Website***

The means by which the Personal Data of the User is collected and processed.

### ***Service***

The service provided by this Website as described in the relative terms (if available) and on this Website.

### ***European Union (or EU)***

All references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

### ***Cookies***

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another.

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### ***Legal information***

This privacy statement has been prepared based on provisions of multiple legislations, including Art. 13/14 of Regulation (EU) 2016/679 (General Data Protection Regulation) and the stipulations of the European Guideline 2002/58/EU as well as the revised directive 2009/136/EU related to the use of cookies.

Version 1.1

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