

## Privacy Policy of UNION FLEURS

This privacy policy sets out how UNION FLEURS uses and protects any information that you give UNION FLEURS when you use this website.

UNION FLEURS is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, you can be assured that it will only be used in accordance with this privacy statement.

UNION FLEURS may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 January 2014.

### What we collect

We may collect the following information:

- name and job title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

### What we do with the information we gather

We require this information in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our services.
- We may periodically send emails about information which we think you may find interesting using the email address which you have provided.

### Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.



A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Controlling your personal information**

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you. If you would like a copy of the information held on you please write to [info@unionfleurs.org](mailto:info@unionfleurs.org).

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

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**Union Fleurs – International Flower Trade Association** is the international umbrella organisation for national associations and companies active in the floricultural trade. The general mission of Union Fleurs is to represent, promote and defend the worldwide interests of the traders and wholesalers in cut flowers, cut foliage and pot plants.

Union Fleurs was founded in 1959 in Brussels and has nowadays members in 20 countries worldwide (in Europe, Africa, Middle-East, South and North America, and Asia). Within its membership, Union Fleurs gathers over 3.000 companies worldwide, of which more than 1,500 floricultural traders and wholesalers in the EU. Members account for more than 80% of the total value of the worldwide trade of cut flowers and pot plants.

More information on Union Fleurs is available at: [www.unionfleurs.org](http://www.unionfleurs.org)

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