

Privacy Policy

Effective Date: 07.28.2025

1. General Statement

We at Botanik Arc (“we”, “us”, “our”) take your privacy very seriously and are committed to protecting it. This Privacy Policy explains how we collect, use, disclose, transfer, and safeguard your personal data on our website, during showroom visits, or when interacting with us at events.

We encourage you to read this document carefully. If you wish to obtain a print copy or have any questions, please refer to the “Contact Us” section below.

2. Who We Are

Botanik Arc is an independent business based in the Netherlands. Our sole focus is the creation and distribution of high-end luxury planters, designed and produced with the highest level of craftsmanship and care.

3. What Personal Data We Collect

We collect personal data both directly and indirectly, including:

- Identity data: name, title, gender, company, job role
- Contact details: email, phone, postal address
- Transactional data: purchase history, showroom inquiries, order details
- Technical data: IP address, browser type, device info, pages visited, session data (via cookies or analytics)
- Communications: emails, chat messages with our team or through Webflow forms
- Optional preferences: if you opt in for marketing or showroom invites

We do not knowingly collect data from minors under the age of 16.

4. Why and How We Use Your Data

We process your data based on these legal grounds:

- Consent — e.g., for newsletters or showroom invites
- Contractual necessity — to fulfill orders or maintain B2B relationships
- Legitimate interests — to manage our business, conduct fraud prevention, improve services
- Legal compliance — meeting regulatory obligations

Purposes include:

- Fulfilling orders and managing contracts
- Communicating about products, showroom visits, and events
- Handling support requests or inquiries
- Sending marketing materials (with consent)
- Improving our platform and fraud prevention
- Fulfillment and delivery services
- Legal, financial, or tax compliance

We use third-party services to assist in our communications and marketing activities. For example, if you opt in to receive newsletters or event invitations, your contact data (typically name and email address) will be securely processed and stored via **MailerLite**, a third-party email marketing platform. MailerLite acts as our **data processor** and only processes your data according to our instructions and applicable data protection laws, under a Data Processing Agreement (DPA).

5. How We Share Personal Data

We may share your information with:

- Botanik Arc employees with a business need-to-know
- Third-party service providers: payment processors, shipping partners, Webflow hosting, analytics tools — always under confidentiality agreements
- Legal or regulatory bodies, if required by law
- Potential business buyers — only in the context of a merger or sale of Botanik Arc

6. International Data Transfers

If personal data is transferred outside the EU/EEA (e.g., for website hosting or analytics), we ensure it is protected via EU-approved safeguards like Standard Contractual Clauses.

7. Data Retention

We retain your personal data only as long as necessary for its collection purposes, plus the duration required for legal obligations or disputes:

- Prospects: up to 3 years from last interaction
- Clients: duration of our relationship + up to 10 years thereafter
- Cookies/analytics data: up to 13 months

8. Security Measures

We apply technical and organizational safeguards — such as encryption, access controls, and confidentiality agreements — to prevent unauthorized access, loss, or misuse. In case of a data breach, we will notify affected individuals and relevant regulators as required.

9. Your Rights

Under the GDPR and other data protection laws, you have the right to:

- Access your data
- Rectify inaccuracies
- Request deletion or restriction of processing
- Obtain a portable copy
- Withdraw consent (without affecting previous processing)
- Object to processing, including direct marketing
- Lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens)

To exercise any of these rights, contact us with proof of identity.

10. Cookies & Analytics

Our website may use cookies or similar technologies (such as Google Analytics) to understand user behavior and optimize performance. You can manage your cookie preferences through your browser settings or via any cookie consent banner on our site.

Cookie management is provided by **Cookiebot by Usercentrics**, which enables visitors to give or withdraw consent in compliance with GDPR. Users can modify their

preferences at any time via the cookie banner or by clicking the "Cookie Settings" link in the footer.

You can also manage cookie preferences through your browser settings.

11. Changes to This Policy

We may update this Privacy Policy periodically, for example, if we introduce new services or if legal requirements change. Any updates will be posted on this page with a revised Effective Date at the top.

12. Contact Us

For questions, data requests, or complaints:

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3825DA Amersfoort
The Netherlands

Email: info@botanikarc.com