



Privacy Policy

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Introduction

Welcome to our Privacy Policy, we promise not to bore you with legal jargon longer than your last Netflix binge. Yes, we know, another Privacy Policy (We don't like them too) - but stick with us, we'll make it worth your click!

Next to our mission to enrich lives through the beauty of nature, we believe in safeguarding your privacy and ensuring the security of your personal information. This Privacy Policy outlines how Viaflor collects, uses, manages, and protects the data you provide when using our website, webshop, or any other services offered by Viaflor.

We are committed to maintaining the trust and confidence of our users. We understand the importance of your privacy and strive to be transparent about how we handle your information. By accessing or using our services, you consent to the practices described in this Privacy Policy.

Please take the time to review this policy carefully to understand how we collect, use, and protect your data. If you have any questions or concerns about our privacy practices or your personal information, please don't hesitate to contact us.

Thank you for choosing Viaflor.

Our Values

We are guided by a set of core values that shape our approach to privacy and data protection. These values reflect our commitment to earning and maintaining the trust of our users:

1. Respect for Customer Privacy

We understand the importance of respecting the privacy of our customers and the sensitive nature of the information we handle. We are committed to protecting the confidentiality and integrity of your personal data throughout our interactions with you.

2. Transparency and Openness

Transparency is fundamental to building trust. We believe in being open and transparent about our data practices, including how we collect, use, and protect your information. We provide clear and accessible explanations of our privacy policies and procedures to ensure you have the information you need to make informed decisions about your data.

3. Commitment to Data Security

Protecting the security of your information is a top priority for us. We employ industry-leading security measures to safeguard your data against unauthorized access, disclosure, and misuse. Your trust is paramount, and we are dedicated to maintaining the confidentiality and security of your personal information.

4. Empowering Customer Control

We believe in empowering our customers to control their personal information. We provide you with options to manage your privacy preferences and settings, including the ability to access, update, or delete your data. Your privacy choices are respected and honored at all times.

5. Compliance and Accountability

We adhere to applicable data protection laws and regulations, including those governing the wholesale industry. We are committed to compliance with legal requirements and industry standards, and we hold ourselves accountable for ensuring the protection of your privacy rights.

These values guide our actions and decisions as we strive to provide exceptional service while upholding the highest standards of privacy and data protection. We are dedicated to earning your trust and welcome your feedback and inquiries about our privacy practices.

Why We Collect Your Data

We collect and process your personal data for various purposes, all aimed at providing you with the best possible experience and service. We believe in being transparent about why we collect your data and how it's used. Below are the primary reasons for collecting your data:

1. Order Processing and Fulfillment

We collect your data to process and fulfill your orders for wholesale flowers and related products. This includes gathering information such as your name, company details, contact details, delivery address, and payment information to ensure smooth order processing and timely delivery of your purchases.

2. Customer Support and Communication

Your data allows us to provide customer support and communicate with you effectively. We may use your contact information to respond to inquiries, address concerns, provide assistance with orders, and keep you informed about the status of your transactions.

3. Account Management

When you create an account with Viaflor, we collect data to manage and maintain your account. This may include storing your account preferences, order history, and other relevant information to personalize your experience and streamline future interactions with our platform.

4. Improving Our Services

We analyze data collected from user interactions to improve our products, services, and overall customer experience. This may involve studying purchasing patterns, browsing behavior, and feedback to identify areas for enhancement and innovation.

5. Marketing and Promotions

With your consent, we may use your data to send you marketing communications, promotional offers, and updates about new products or services that may be of interest to you. You have the option to opt out of marketing communications at any time.

6. Legal and Regulatory Compliance

We may collect and process your data to comply with legal obligations and regulatory requirements. This includes, but is not limited to, tax reporting, fraud prevention, and responding to lawful requests from government authorities.

7. Security and Fraud Prevention

Protecting the security of our platform and preventing fraudulent activities are essential priorities for us. We may collect and analyze data to detect and prevent security breaches, unauthorized access, and fraudulent transactions.

We are committed to protecting your privacy and ensuring the security of your personal data. We only collect and process data that is necessary for the purposes outlined above, and we never sell your information to third parties. If you have any questions or concerns about how we collect and use your data, please don't hesitate to contact us.

Types of Data We Collect

We collect various types of data to provide you with our wholesale flower services and enhance your experience on our platform. We are committed to being transparent about the types of data we collect and how it's used. Below is an overview of the data we may collect:

Personal Information

When you create an account with Viaflor, we may collect personal information such as:

- Full name
- Contact details
- Billing and shipping address
- Payment information

Account Information

We collect information related to your Viaflor account, including:

- Username and password
- Account preferences and settings
- Order history and transaction details

Communication Data

We collect data related to your communications with Viaflor, including:

- Inquiries, feedback, and support requests submitted through our website or customer service channels
- Correspondence with our support team via email, chat, or phone

Device and Usage Information

We may automatically collect certain information about your device and how you interact with our platform, such as:

- IP address
- Browser type and version
- Operating system
- Usage patterns, including pages visited, time spent on site, and click-stream data

Location Information

We may collect and process information about your approximate location based on your IP address or other location data provided by your device.

Other Information

We may collect additional data as necessary for specific purposes or as required by law. This may include demographic information, survey responses, or data collected through contests, promotions, or market research activities.

We only collect data that is necessary for the purposes outlined in our Privacy Policy and with your consent where required by law. We take appropriate measures to protect your data and ensure its confidentiality and security. If you have any questions or concerns about the data we collect, please contact us for further assistance.

Data Sharing and Disclosure

We prioritize the protection of your data and adhere to strict policies regarding its sharing and disclosure. We want to assure you that we do not sell or give your data to third parties. However, there are certain circumstances under which we may share or disclose your data:

1. Service Providers

We may share your data with trusted service providers who assist us in operating our website, conducting our business, or servicing you. These third parties have limited access to your data and are contractually obligated to use it solely for the purposes specified by Viaflor.

2. Legal Compliance

We may disclose your data if required to do so by law or in response to valid legal requests, such as subpoenas, court orders, or government regulations. We may also disclose your data to protect the rights, property, or safety of Viaflor, our users, or others.

3. Business Transfer

In the event of a merger, acquisition, reorganization, or sale of assets, your data may be transferred to a successor entity. We will notify you via email or prominent notice on our website of any such change in ownership or control of your data.

4. Consent

We may share your data with third parties outside of the aforementioned scenarios if we have obtained your consent to do so. We will always seek your explicit consent before sharing your data for purposes not covered by this Privacy Policy.

While we take every precaution to ensure the confidentiality and security of your data, we cannot guarantee the practices of third-party entities to whom your data may be disclosed. Therefore, we encourage you to review the privacy policies of any third parties with whom your data is shared.

We are committed to maintaining transparency and protecting your privacy. If you have any questions or concerns about our data sharing and disclosure practices, please contact us for further assistance.

Retention of Data

We only retain your data for as long as necessary to fulfill the purposes outlined in our Privacy Policy. Below are the key principles guiding our data retention practices:

1. Purpose Limitation

We only retain the data for the specific purposes for which it was collected, as outlined in our Privacy Policy. Once your data is no longer necessary for these purposes, we will securely delete or anonymize it.

2. Legal and Regulatory Requirements

We may be required to retain certain data to comply with legal or regulatory obligations, such as tax reporting, accounting requirements, or record-keeping obligations imposed by government authorities.

3. Customer Relationship Management

We may retain your data for the duration of our relationship with you as a customer, including after the termination of any contractual agreements, to facilitate future interactions and provide ongoing support.

4. Data Minimization

We strive to minimize the amount of data we collect and retain to the extent possible. We only retain data that is necessary for the purposes outlined in our Privacy Policy and delete any data that is no longer needed.

5. Data Security

We implement appropriate technical and organizational measures to safeguard your data against unauthorized access, disclosure, alteration, or destruction during the retention period.

6. User Rights

You have the right to request access to, rectification, or deletion of your personal data in accordance with applicable data protection laws. If you wish to exercise these rights, please contact us using the information provided at the end of this page.

7. Data Retention Period

The specific retention period for different types of data may vary depending on the nature of the data and the purposes for which it was collected. We regularly review our data retention practices to ensure compliance with legal requirements and industry standards.

We are committed to protecting your privacy and ensuring the security of your data throughout its retention period. If you have any questions or concerns about our data retention practices, please don't hesitate to contact us for further assistance.

User Rights and Choices

We respect your rights regarding your personal data and strive to provide you with meaningful choices about how your data is collected, used, and shared. Below are the key rights and choices available to you:

1. Right to Access

You have the right to request access to the personal data we hold about you. Upon request, we will provide you with information about the categories of personal data we have collected, the purposes for which it is used, and any third parties with whom it is shared.

2. Right to Rectification

You have the right to request the deletion of your personal data from our systems under certain circumstances. You can update your account information directly through your Viaflor account settings, or you can contact us to request assistance.

3. Right to Erasure

We may retain your data for the duration of our relationship with you as a customer, including after the termination of any contractual agreements, to facilitate future interactions and provide ongoing support. This includes situations where the data is no longer necessary for the purposes for which it was collected, or if you withdraw your consent for its processing.

4. Right to Object

You have the right to object to certain types of processing of your personal data, such as direct marketing or processing based on legitimate interests. We will comply with your request unless we have compelling legitimate grounds for the processing that override your interests, rights, and freedoms.

5. Right to Restriction of Processing

You have the right to request the restriction of processing of your personal data under certain circumstances. This includes situations where you contest the accuracy of the data, or where the processing is unlawful and you oppose its erasure.

6. Right to Data Portability

You have the right to receive a copy of your personal data in a structured, commonly used, and machine-readable format and to transmit it to another controller where technically feasible.

7. Opt-Out of Marketing Communications

If you no longer wish to receive marketing communications from us, you can opt out by following the instructions provided in the communication or by contacting us directly. Please note that even if you opt out of marketing communications, you may still receive transactional or administrative communications related to your account or orders.

8. Cookies

We do not use cookies for tracking or advertising purposes. However, we utilize session cookies and CSRF protection mechanisms to ensure the security and functionality of our website. You can manage your cookie preferences through your browser settings. Please note that disabling certain cookies may impact the functionality of our website.

We are committed to honoring your rights and choices regarding your personal data. If you have any questions or wish to exercise your rights, please contact us and we will try and sort things out.

Updates to the Privacy Policy

We are committed to maintaining transparency and keeping you informed about any changes to our Privacy Policy. As we continue to evolve our services and implement new features, we may occasionally update this Privacy Policy to reflect changes in our data practices or legal requirements. This page outlines how we will communicate updates to the Privacy Policy and how you can stay informed about any changes:

1. Notification of Changes

When we make material changes to our Privacy Policy, we will notify you by email or through a prominent notice on our website prior to the changes taking effect. We will also indicate the date of the last update at the top of the Privacy Policy to help you identify any recent changes.

2. Reviewing Changes

When we make material changes to our Privacy Policy, we will notify you by email or through a prominent notice on our website prior to the changes taking effect. We will also indicate the date of the last update at the top of the Privacy Policy to help you identify any recent changes.

3. Providing Feedback

Your feedback is important to us, and we welcome any questions, comments, or concerns you may have about our Privacy Policy or data practices. If you have any feedback regarding the updated Privacy Policy, please contact us.

4. Archive of Previous Versions

We maintain an archive of previous versions of our Privacy Policy for your reference. You can request a copy of a previous version by contacting us.

By providing clear and transparent updates to our Privacy Policy, we aim to ensure that you have the information you need to make informed decisions about your privacy and data security.