

Treebytree B.V.

General Privacy Notice



Last updated: October 2024

Privacy Notice

1. Who are we and what do we offer?

We are Treebytree B.V. (**Treebytree**). We empower businesses (our **Customers**) and individuals to accelerate nature restoration through our Green Impact Platform (**Platform**), enabling informed, impactful choices for a greener future. By connecting businesses directly with nature regeneration projects, we help them grow company forests and gift trees as meaningful corporate gifts. Our platform provides real-time insights into the positive impact being made, fostering engagement among employees and customers, while supporting companies in achieving their green goals and driving measurable environmental change.

You can access our Platform via our **Website**: <https://treebytree.earth>. The use of the Platform, the Website and related services collectively: our **Services**.

2. Personal Data and Controller

We process **Personal Data**. Personal Data means all information by which a person can be directly or indirectly identified. Under the General Data Protection Regulation (**GDPR**) we are the so-called **Controller** of your Personal Data when you have created an account on our Platform or visit our Website. If you have questions about the processing of your Personal Data, you can always contact us through the contact details listed at the bottom of this Privacy Notice.

3. Source of your Personal Data

If you have received an email about a gift, it is because we sent it on behalf of one of our Customers. They provided us with your Personal Data either because you gave them permission or because you purchased their products or services and did not opt out. Under the GDPR, our Customers are the 'Controller', meaning they are responsible for sharing your Personal Data with us and sending the emails. For details on how they handle your Personal Data, please refer to the privacy notices on their websites.

Once you accept the gift and create an account on our Platform, we will process your Personal Data as the Controller for the purposes as set out in this Privacy Notice. If you choose not to accept the gift, we will not use your Personal Data, in line with our Customer's instructions.

4. What Personal Data do we collect as Controller?

As the Controller, we may process your Personal Data in different contexts. We will process your Personal Data if you represent an organisation as one of our Customers or partners (**Business Contacts**), create an Account on our Platform as gift receiver (**Gift Receiver**), if you work with our restoration partners in nature restoration projects (**Restoration Partner**) and if you apply for a job at Treebytree (**Applicants**). Finally, we may process Personal Data in a general context, e.g. via our Website and social media accounts (**General**).

If you represent a company as our Business Contacts:

Personal Data	Purpose(s)	Legal basis
<p>Contact information:</p> <ul style="list-style-type: none"> - (Company) name, surname; and - Email address, phone number and contact history. 	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> - Perform the agreement we have with the organisation you represent; and - Be able to contact you about the Services being provided. 	<p>We may process this Personal Data because we have a legitimate interest in performing the contract with the organisation you represent and to contact you and manage our customer relations in our administration.</p>
<p>Financial information:</p> <ul style="list-style-type: none"> - (Company) name, email address, bank account number, other information on the invoice. <p>Please note that this is only Personal Data if this information is traceable to you as a natural person.</p>	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> - Process and manage payments; and - To be included in our records for tax purposes. 	<p>We may process this Personal Data because we have a legitimate interest in performing the contract with the organisation you represent.</p> <p>We also have a legal obligation to process (part of) the Personal Data for the purposes of the Tax Authorities.</p>
<p>If you are our Customer and create an account on our Platform:</p> <ul style="list-style-type: none"> - First and last name; - Email address; and - The identity of the organisation you represent. 	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> - Verify your account; - Create your account; and - Give access to our Platform. 	<p>We may process this Personal Data because we have a legitimate interest to:</p> <ul style="list-style-type: none"> - Execute our contract with the organisation you represent; - Approach you appropriately in our communications; and - Ensure that only authorised persons can access our Platform.

If you are a Gift Receiver:

Personal Data	Purpose(s)	Legal basis
<p>Contact information:</p> <ul style="list-style-type: none"> Name, surname, email address, date of birth and contact history. 	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> Be able to contact you about the Services. 	<p>We may process this Personal Data because we have a legitimate interest to contact you and manage our relations in our administration.</p>
<p>When you create an account:</p> <ul style="list-style-type: none"> First name; Email address and password; The identity of the organisation that gave you a gift, including (where applicable) a personal message related to the gift; and Information related to your tree, if you add information to you that can be traced back to you as an individual, such as your name or username, which certain individuals can associate with you. 	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> Verify your account; Create your account; Identify you as a Gift Receiver; Give access to our Platform; and To publish on the Platform, (only regarding information related to your tree). 	<p>We may process this Personal Data, because this is necessary to perform the contract between you and Treebytree to provide our Services (such as: provide you access to our Platform) and ensure that only authorised persons can access our Platform.</p>
<p>When you use our Platform:</p> <ul style="list-style-type: none"> Information on your device type, session date and time, IP address 	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> Communicate with your device type; 	<p>We may process this Personal Data, because we have a legitimate interest to do so, i.e. to provide you with a good</p>

browser type, language preference, location (city, country) and user behaviour on our Platform.	<ul style="list-style-type: none"> - Adapt our Platform to the used device; - Enable you to use our Platform; and - Improve our Platform. 	functioning Platform and improve our Platform.
If you sign up to receive regular updates on your gift: <ul style="list-style-type: none"> - First and last name; - Email address; and - Details on your gift. 	We use the Personal Data to: <ul style="list-style-type: none"> - Email you updates on your gift. 	We may process this Personal Data because you have given your consent to receive such emails. You can always withdraw such consent via your personal profile and at the bottom of every email we send you.
If you scan our QR-code: <ul style="list-style-type: none"> - Information on your device type, browser type, session date and time, IP address, language preference, location (city, country) and browser type. 	We use the Personal Data to: <ul style="list-style-type: none"> - To grant you access to the Services via the QR code, including allowing you to create an account on our Platform. 	We may also process this Personal Data because we have a legitimate interest in providing you access to the Services enabled by the QR code. This is a legitimate interest because you voluntarily chose to scan the QR code and we process only a minimal amount of Personal Data from you.

If you are a representative, work for or are involved in projects of our Restoration Partner:

Personal Data	Purpose(s)	Legal basis
When you participate in a project and your Restoration Partner has shared data about you in that context: <ul style="list-style-type: none"> - Name; - Biography, including pictures of you; and 	We use the Personal Data to: <ul style="list-style-type: none"> - Show this information to our target audience (such as on our Website), Customers and the Gift 	We may process this Personal Data because we have a legitimate interest to tell our audience about the project and how local communities benefit from these projects.

- Which trees you maintain.	Receivers that have been gifted a tree you maintain.	
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If you are an Applicant:

Personal Data	Purpose(s)	Legal basis
<p>When you show interest in a position:</p> <ul style="list-style-type: none"> - Name; - E-mail address; - Address; - Telephone number; - Other information you provide in our contact with you. 	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> - Contact you about the application. 	<p>We may process this Personal Data, because we have a legitimate interest in processing this Personal Data.</p> <p>We need the Personal Data to get (and keep) in touch with you and to process and review the application.</p>
<p>When you apply for a position:</p> <ul style="list-style-type: none"> - Information provided regarding your application, among others: Personal Data included in the Curriculum Vitae and motivation letter, qualifications, photo, gender and day of birth. 	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> - Assess whether you suit the job and Treebytree; and - Determine which Applicant is the most suitable candidate. 	<p>We may process this Personal Data, because we have a legitimate interest in processing this Personal Data and because you provide this data yourself voluntarily. We need the Personal Data to process and review the application.</p>
<p>When we have an interview with you:</p> <ul style="list-style-type: none"> - Notes from interviews. 	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> - Assess whether you suit the job and Treebytree; and - Determine which Applicant is the 	<p>We may process this Personal Data, because we have a legitimate interest in processing this Personal Data. We need the data to process and review the application.</p>

	most suitable candidate.	
<p>When we check your application:</p> <ul style="list-style-type: none"> - Information in public profiles, such as LinkedIn and other social networks (where applicable). 	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> - Assess whether you suit the job and Treebytree; and - Determine which Applicant is the most suitable candidate. 	<p>We may process this Personal Data, because we have a legitimate interest to do so as it is necessary to handle and assess the application.</p> <p>We only process information that is relevant for the application. You will always get the opportunity to react to our findings.</p>

In General, we process the following Personal Data:

Personal Data	Purpose(s)	Legal basis
<p>If you visit our Website:</p> <ul style="list-style-type: none"> - Information on your device type, browser type, session date and time, IP address, location (city, country) language preferences and browser type. <p>We collect these Personal Data using cookies and similar techniques. Please see our Cookie Statement for which cookies and/or similar techniques we use.</p>	<p>We use the Personal Data to:</p> <ul style="list-style-type: none"> - Communicate in the same language of the browser; - Adapt our Website to the used device; - Enable you to use our Website; and - Improve the usability of our Website. 	<p>We may process functional information because we have a legitimate interest to gain insight in the use of our Services in order to provide our Services.</p>
<p>If you visit our social media pages:</p> <ul style="list-style-type: none"> - Information of visitors who leave a comment or 	<p>We use this Personal Data to:</p> <ul style="list-style-type: none"> - Contact the visitors in reply of their post and/or 	<p>We may process this Personal Data, because we have a legitimate interest to process this data and because you</p>

<p>otherwise post something on our social media pages, including Personal Data within these comments and/or posts.</p>	<p>comment via our social media pages; and</p> <ul style="list-style-type: none"> - Process the feedback left on our social media pages. 	<p>voluntarily made public such information.</p> <p>Our social media pages are also controlled by the social medium itself. Please check their own privacy notices, to see how each social medium handles Personal Data:</p> <ul style="list-style-type: none"> - LinkedIn: Link - YouTube: Link - Instagram: Link
<p>If you contact us:</p> <ul style="list-style-type: none"> - Your name; - Phone number; - E-mail address; and - The content of the correspondence. 	<p>We use this Personal Data to:</p> <ul style="list-style-type: none"> - Answer your questions and/or handle any complaints; - Support you in using our Services; and - Improve our Services as a result of questions and feedback from you. 	<p>We may process this Personal Data, because we have a legitimate interest to contact and assist you based on your comment or question and to improve our Services as a result of the questions and feedback we receive.</p>
<p>If you subscribe to our newsletter:</p> <ul style="list-style-type: none"> - Name; and - E-mail address. 	<p>We use this Personal Data to:</p> <ul style="list-style-type: none"> - Send you our newsletter and keep you informed on all our (future) Services. 	<p>We may process this Personal Data, because you gave us your consent to do so (by subscribing via our Website). We may send you newsletters if you are a Business Contact, because we have a legitimate interest to do so in order to keep you up to date on the development of your gift(s). In every newsletter there is a link via which you can unsubscribe.</p>

5. How long do we keep the Personal Data?

We will not process or store any Personal Data that we do not need. We store Personal Data for as long as we need it for the above purposes unless we are legally obliged to retain the Personal Data for a longer period. In this respect, we apply the following retention periods:

- **Personal Data of Business Contacts** | This Personal Data will be retained for as long as we have a relationship with the organisations you represent and five years after the end of that relationship.
- **Personal Data of Gift Receivers** | This Personal Data will be retained for as long as the account is active and 6 months thereafter.
- **Personal Data of Restoration Partners** | This Personal Data will be retained for as long as the restoration gift you are involved with is alive.
- **Personal Data used in newsletters** | We retain the Personal Data used for sending newsletters until you unsubscribe from our newsletter.
- **Personal Data in our correspondence** | This data is stored as long as necessary to handle your message/question/complaint and for a period of 5 years thereafter.
- **Personal Data in our records for the (tax) authorities** | This data is stored for seven (7) years unless we are legally obliged to retain the data for a longer period.
- **Personal Data of Applicants** | We store this Personal Data for a maximum of 5 year after the application process to ensure that we do not approach you again. This is a commitment we have to our recruitment firm.

After expiry of these retention period(s), we may process and retain certain Personal Data to comply with legal retention obligations and/or for fraud/misuse investigations or to substantiate a (judicial) claim. In such events, we will retain the Personal Data separately and only use such Personal Data for the aforementioned purposes.

6. Do we share your Personal Data with others?

Processors

We work with third parties who process Personal Data on our behalf (**Processors**). By doing so, we continue to uphold responsibility for ensuring protection of your Personal Data during such processing. These Processors may only use or disclose the data collected and processed by us within the scope of our instructions to them and under no circumstances for other purposes. We enter into a data processing agreement with all of our Processors.

For instance, we use Processors for:

- Data storage;
- Email management and communication;
- Analysis of the use of our Platform; and
- Sending newsletters.

Controllers

We might also share your Personal Data with third parties who use it for their own purposes (**Controllers**). Once they have your Personal Data, it is their responsibility to protect it. To know

how these parties handle Personal Data, you can check their privacy notices. In this regard, we share only Personal Data with the **tax authorities**. This is because we are legally obliged to include (some of) the Personal Data in our financial administration, which must be shared with the national tax authority.

Apart from the above, we will only share Personal Data with Controllers if the law obliges us to, if you give your permission or if this is necessary in special situations such as:

- The protection of our own interests or those of the Controllers;
- Dealing with a legal case; or
- Selling or merging our company.

7. Export of Personal Data outside the European Union

We may transmit Personal Data to parties outside the European Union, if one of our Processors or Controllers is established outside the European Union. Personal Data will only be transferred to countries and/or parties that provide an adequate level of protection in accordance with the European standards, or if we have contractual safeguards in place. You may contact us if you wish to receive more information or a copy of the safeguards we take in this scope.

8. Third party websites

You may find advertising or other (hyper)links on our Website that link to the websites, products and services of partners, suppliers, advertisers, sponsors, licensors or other third parties. We do not control the content or the links that appear on these websites and we are not responsible for the practices employed by websites linked to or from our Website. In addition, these websites, products, and services, including their content and links, may be constantly changing. These websites, products and services may have their own privacy notices, user terms and customer service policies. Browsing and interaction on any other website, including websites that are linked to or from our Website, are subject to the terms and policies of that website.

9. Changes of the Privacy Notice

The Privacy Notice may be changed from time to time. Please check our Privacy Notice frequently. The new Privacy Notice will be effective immediately upon posting on our Website. If we change our Privacy Notice significantly, then we will state so on our Website together with the revised Privacy Notice.

10. Your rights as a data subject and our contact data

You have the right to...

 Access You can ask us to provide access to, and a copy of, your personal data along with additional relevant details.	 Data portability You can ask us to give you your personal data in a format that you can easily use elsewhere.
 Rectification You can ask us to rectify any inaccuracies or complete any incompleteness in your personal data.	 Restrict processing You can ask us to stop using your personal data, but still keep it stored.
 Erasure You can ask us to erase your personal data, a right often referred to as "the right to be forgotten".	 Withdraw consent You can ask us to stop using your personal data for the purpose we requested your consent for. This does not impact the legality of any prior or other uses of your data.
 Object You can ask us to stop using your personal data for things like direct marketing or for our own business needs.	

You are always entitled to file a complaint with a data protection supervisory authority if you believe that we are not processing your Personal Data in accordance with the GDPR. In the Netherlands, the supervisory authority for data protection is:

Autoriteit Persoonsgegevens

Website: www.autoriteitpersoonsgegevens.nl

If you have questions or concerns about this Privacy Notice or your privacy, you can contact us at info@treebytree.earth.