

Privacy Policy

This Privacy Policy governs the processing of personal data by Exotic Freeze Dry, with its registered office at BECI Avenue Louise 500 Boîte 221, 1050 Brussels.

We invite you to read this Privacy Policy carefully, as it contains essential information regarding how we process your personal data and how cookies are used on our website. By using our website (www.exoticfreezedry.com), contacting us, participating in campaigns, or engaging with our business, you acknowledge that you have read and agreed to this Privacy Policy and explicitly consent to processing your personal data.

1. General Provisions

This Privacy Policy complies with the *European General Data Protection Regulation (GDPR - Regulation 2016/679)* and other applicable data protection laws.

2. Personal Data We Collect

We may collect the following types of personal data:

- Category 1: Technical information such as your IP address and cookies, collected automatically when browsing our website.
- Category 2: Name, surname, email address, and other information provided via our contact forms.
- Category 3: Information required for newsletter subscriptions (e.g., name, email address).
- Category 4: Feedback, opinions, or any information shared through surveys or promotions.

3. Purpose of Data Processing

Your data will be used for the following purposes:

1. To improve your experience on our website and with our services.
2. To respond to enquiries submitted via our contact forms.
3. To send commercial communications, provided you have given prior consent.
4. To analyse website usage to optimise its functionality.

4. Sharing of Data

Exotic Freeze Dry will not sell, rent, or disclose your personal data to third parties, except in the following cases:

- With service providers or business partners acting on our behalf, under strict confidentiality agreements.
- If required by law or to comply with legal obligations.
- In the event of business restructuring, as necessary to ensure the protection of your data.

5. Data Retention

Your data will be retained only for as long as necessary to fulfil the purposes described, or as required by law. For subscriptions, your data will be deleted upon your request to unsubscribe.

6. Your Rights

You have the following rights regarding your personal data:

1. Access: You may request access to the data we hold about you.
2. Rectification: You may request corrections or updates to your data at any time.
3. Erasure: You may request the deletion of your data, subject to legal obligations.
4. Withdrawal of Consent: You may withdraw your consent for marketing communications at any time.

To exercise your rights, please contact us via email at info@exoticfreedry.com or by post at BECI Avenue Louise 500 Boîte 221, 1050 Brussels.

