

Wildflower Farm AB Privacy Policy

This privacy policy will explain how our organization uses the personal data we collect from you when you use our website.

Introduction

We take data protection seriously. Your trust is important to us. The protection of your privacy when processing your personal data, i.e. all data relating to you. We treat personal data confidentiality and in accordance with the statutory data protection regulations, as well as on the basis of this privacy policy.

Topics:

- What data do we collect?
- How do we collect your data?
- How we will use your data?
- How do we store your data?
- Marketing
- What are your data protection rights
- What are cookies?
- How do we use cookies?
- How to manage your cookies
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us
- How to contact the appropriate authorities

What data do we collect?

Wildflower Farm AB collects the following data:

- Personal identification information (Name, email address, phone number, physical address, etc.)

How do we collect your data?

You directly provide Wildflower Farm AB with most of the data we collect. We collect data and process data when you:

- Register online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our website or via email.
- Use or view our website via your browser's cookies.

Our company may also receive your data indirectly from the following sources:

- Meta Platforms, Inc.
- Pinterest Europe Ltd.

How will we use your data?

Wildflower Farm collects your data so that we can:

- Process your order, manage your account.
- Email you with special offers on other products and services we think you might like.

When Wildflower Farm AB processes your order, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

How do we store your data?

Wildflower Farm AB securely stores your data at Wildflower Farm AB, Grovare Hökabergr 101, 523 99 Hökerum, Sweden. Wildflower Farm AB has the technical and organizational measures required according to data protection regulation to ensure the security is appropriate in relation to the risk. Wildflower Farm AB protects personal data from:

- Accidental or illegal destruction
- Loss or alteration
- Unauthorized disclosure or access

Our company will keep your personal data for 7 years. Once this time period has expired, we will delete your data by manual audit in all of our company systems.

Marketing

Wildflower Farm AB would like to send you information about products and services of ours that we think you might like.

If you have agreed to receive marketing, you may always opt out at a later date.

You have a right at any time to stop Wildflower Farm AB from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes, please email us at hej@wildflowerfarm.com.

What are your data protection rights?

Wildflower Farm AB would like to make sure you are fully aware of all of your data protection rights. Every customer is entitled to the following:

The right to access - You have a right to request Wildflower Farm AB for copies of your personal data.

The right to rectification - You have the right to request that Wildflower Farm AB correct any information you believe is inaccurate. You also have the right to request Wildflower Farm AB to complete information you believe is incomplete.

The right to erasure - You have the right to request that Wildflower Farm AB erase your personal data, under certain conditions.

The right to restrict processing - You have the right to request that Wildflower Farm AB restrict the processing of your personal data, under certain conditions.

The right to object to processing - You have the right to object to Wildflower Farm AB's processing of your personal data, under certain conditions.

The right of data portability - You have the right to request that Wildflower Farm AB transfer the data we collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us.

Email: hej@wildflowerfarm.com

Phone: +46 (0)76 343 44 60

Postal Address:

Wildflower Farm AB, Grovare Hökaberg 101, 523 99 Hökerum, Sweden

What are cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information, visit www.allaboutcookies.org.

How do we use cookies?

Wildflower Farm AB uses cookies in a range of ways to improve your experience on our website, including:

- Understanding how you use our website

What type of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- **Functionality** - Wildflower Farm AB uses these cookies so that we recognize you on our website and remember your previously selected preferences. These include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** - Wildflower Farm AB uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Wildflower Farm AB sometimes shares some limited aspects of this data for third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Privacy policies of other websites

The Wildflower Farm AB website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

Changes of our privacy policy

Wildflower Farm AB keeps its privacy policy under regular review and places any updates on this website page. This privacy policy was last updated on 25 March 2024.

How to contact us

If you have questions about Wildflower Farm AB's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email: hej@wildflowerfarm.com

Phone: +46 (0)76 343 44 60

Postal Address:

Wildflower Farm AB, Grovare Hökabergr 101, 523 99 Hökerum, Sweden

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that Wildflower Farm AB has not addressed your concern in a satisfactory manner, you may contact the Integritetsskyddsmyndigheten.

Phone number: +46 (0)8 657 61 00

E-mail: imy@imy.se

Address: Integritetsskyddsmyndigheten, Box 8114, 104 20 Stockholm, Sweden