

DATA PROTECTION POLICY - INTRODUCTION

Pick A Poppy, registration number 559460-8316, is committed to protecting the integrity of your personal data.

The purpose of this data protection policy is to provide insight into how Pick A Poppy handles your personal data and to ensure that you feel confident that the processing is carried out in accordance with applicable legislation, including the General Data Protection Regulation (GDPR). The policy also describes your rights in relation to us and how you can exercise them. By making purchases from us or receiving our services, you confirm that you have read and understood the contents of this data protection policy.

This privacy policy is aimed at individuals belonging to one or more of the following categories:

- Website visitors
- Customers
- Recipients of newsletters
- Partners, suppliers, or corporate customers

WHO IS RESPONSIBLE FOR THE PROCESSING OF YOUR PERSONAL DATA?

Pick A Poppy AB, registration number 559460-8316 ("Pick A Poppy", "We", "Us") is responsible for the processing of your personal data. Pick A Poppy's selected suppliers may process your personal data on Pick A Poppy's behalf and in accordance with its instructions.

CATEGORIES OF INFORMATION COLLECTED, PURPOSE, AND LEGAL BASIS FOR PROCESSING

General

Here is an overview of the categories of data we process, the purpose of processing the data, and the legal basis for processing your data.

Website Visitors

When you visit our website and consent to the use of cookies, we may process your IP address for statistical and security purposes. The legal basis is our legitimate interest in improving our website and security.

Please note that your IP address does not directly identify you as a person. We also use cookies to market our services and products and to improve our website and marketing.

Customers

When you make an online purchase or contact us regarding an order, we collect and use your name, email address, telephone number, as well as your delivery and billing address to process your order. This data is also used to handle any returns, exchanges, and complaints, as well as for communication and customer service. The telephone number is used for delivery notifications. The legal basis for this processing is the necessity to fulfill contractual obligations to you.

We also store your purchase history to facilitate return processing, manage complaints, and communicate with you about your purchases. The legal basis is our legitimate interest in facilitating customer service and administration.

If a refund needs to be made via bank transfer, we process your bank details. The legal basis is the necessity to fulfill a legal obligation.

We also store information about returns for accounting purposes according to our legal obligations.

If you are a sole trader, we process your personal identification number to fulfill our contractual obligations to you.

We may also use your email address and telephone number for direct marketing, based on our legitimate interest in marketing our products to existing customers.

Payments on our website are handled by third-party payment services responsible for payment information.

Recipients of Newsletters

If you subscribe to our newsletter, we process your email address to send out the newsletter based on our legitimate interest in marketing.

You can unsubscribe from the newsletter at any time by clicking on the unsubscribe link or contacting us at hello@pickapoppy.com.

Partners, suppliers, or corporate customers

If you are a contact person for one of our partners, we process your name, telephone number, email address, and role to manage our relationship with the partner. The processing is based on our legitimate interest in administering the contractual relationship.

If you are a sole trader, we process your data to fulfill our contractual obligations to you.

DOES PICK A POPPY SHARE YOUR INFORMATION WITH OTHERS?

We do not sell or rent personal data to any other entity. We may share your data with affiliated companies within our group and selected suppliers acting on our behalf to perform functions such as technical support, delivery, payment processing, and marketing.

If Pick A Poppy undergoes a corporate transaction, we may also share your data with potential or actual buyers of the company or its assets.

We may also disclose information about you if required by law or to protect our rights, property, or safety and to detect, prevent, and combat fraud or other illegal activities.

YOUR RIGHTS

You have certain rights under applicable data protection legislation. These include the right to request access to and correction or deletion of your personal data, the right to object to processing, and the right to data portability. Contact us if you wish to exercise your rights or if you have any questions about our processing of your personal data.

IS IT MANDATORY TO PROVIDE PERSONAL DATA?

For certain services, you must provide personal data, such as when making an online purchase or using our services. In such cases, providing mandatory information is necessary for Pick A Poppy to fulfill our contractual obligations to you in accordance with applicable terms.

HOW DO I UNSUBSCRIBE FROM PICK A POPPY'S NEWSLETTER?

If you no longer wish to receive our newsletters or other email communications, you can unsubscribe by using the unsubscribe link provided in all newsletters and other email communications. Alternatively, you can contact us at hello@pickapoppy.com.

COOKIES AND SIMILAR TECHNOLOGIES

We use cookies on our website. See our separate cookie placement policy, which you can find on our website.

CHANGES

Pick A Poppy reserves the right to occasionally make changes to our data protection policy or practices. We will post the updated policy on our website and therefore encourage you to regularly review this page.

Last date of change: April 15, 2024

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