

# Privacy Policy

## for protection of personal data and digital privacy for the website “FRESH DIRECT” LTD.

This Privacy Policy of the website - “FRESH DIRECT” LTD. aims to provide information about how “FRESH DIRECT” LTD. with UIC 200814218 (hereinafter referred to as “Fresh Direct”) uses the collected or received personal data from visitors of this website (hereinafter referred to as the “Website”). The document aims to describe the type of actions that can be performed by the “Website” like how we can collect or receive your personal data, the types of personal data we can collect, how we use, share and protect these data, the duration of storing these data, your rights, and the way you can contact us in connection with our privacy practices.

### **I. Ways of collecting personal data**

When you visit our “Website”, the server automatically stores the data your browser sends as: browser type / version, operating system, platform, and IP address that is used. These data can not be assigned to a particular person and thus do not allow the user to be identified. The storage of these data is for systematic and statistical purposes. Linking this data to other sources of information through which data can be linked to a person is not taken.

We may use cookies or related technologies that collect certain information about the use of the “Website” when accessing, browsing, and using the “Website”. A cookie is a data file that is placed on a computer or mobile device used to visit websites. We do not allow third parties to upload cookies to your device. To learn more about cookies and similar tools that are used by, please review our **Cookies Policy**.

You may choose to send us your personal data or other information through the various channels provided on the “Website”, such as e-mail addresses, phone numbers or online queries of Fresh Direct.

Users can visit most pages of this site without revealing who they are and without providing information about themselves. However, some of our interactive services require users to identify themselves to make an online inquiry to us. In these cases, Fresh Direct may ask users to provide personal data.

### **II. Types of personal data that Fresh Direct can collect**

We may collect information about your use of the “Website”, IP address, browser type, platform, and operating system using the cookies specified in our **Cookies Policy**.

In addition, we may collect contact information for you, such as your name, e-mail address, telephone number, etc. through the contact channels provided on the “Website”. You may also voluntarily send us your other data in connection with inquiries you have made.

In case of an online inquiry through the “Website”, Fresh Direct may ask you for the following personal information:

- **Name**
- **E-mail address**
- **Contact phone**

### **III. Purpose of processing**

We use your personal information to:

- **answering your inquiries;**
- **processing your inquiries;**
- **handling complaints that we receive in connection with our services;**
- **offering new products and services, current promotions, offers and prices;**
- **marketing;**
- **remarketing;**
- **implementing, evaluating and improving our business activities, including developing new products and services;**
- **Analysis and improvement of our products, services, websites and applications;**

*\* If we use your data for marketing purposes (as described in the **Privacy Policy**), you may object to using it for such purposes easily and free of charge during collection and receipt of any marketing message. We will honor your request. We will not provide your data to third parties for marketing purposes without your prior consent.*

### **IV. Data that we do share**

Fresh Direct does not sell, rent or trade your personal information. We may also disclose information about you if we are required to do so by law, regulation or court procedure (such as a court order or subpoena) in response to a request from government agencies, for example law enforcement, or if we consider disclosure necessary or appropriate for the prevention of physical injury or financial loss, or in connection with an investigation of alleged or actual illegal activity. We reserve the right to submit your personal data if we sell or transfer our entire set of shares or assets or part of them (including in the event of reorganization, termination or liquidation).

### **V. Protection of Personal Data Provided**

We provide appropriate technical and organizational security measures designed to protect your personal data against unauthorized, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

### **VI. Duration of storing personal data.**

We store personal data as needed to accomplish the purpose for which it was collected.

## **VII. Your rights.**

Your rights under the applicable law include the right of access to your personal data processed by us, the right to rectify in case of inaccuracies / need for updating, the right to delete or block this personal data and the right to object to certain data processing activities. To be able to exercise these rights, you must submit a written statement / objection using the contact details below.

In addition to the above rights, you also have legal and administrative redress under applicable law.

This **Privacy Policy** may be updated periodically and without prior notice to reflect changes in privacy practices. We will immediately place a distinctive notice on our “Website” to notify you of significant changes to our **Privacy Policy** and will indicate at the top of the page the date of its last update.

## **VIII. AGREEMENT**

This “Website” collects personal data for processing, use, and storage that you have voluntarily provided, such as through our online inquiries on our “Website” or other channels of contact with us. In this respect, any such data sharing action will be deemed to be explicit consent to the collection, storage and processing of these data for the purposes and for the time limits established by this Statement.

## **IX. Way to contact us**

If you have any comments or inquiries regarding this **Privacy Statement** on the “Website”, if you would like to notify us of any changes in your information about us or exercise your rights, please contact us using the application for e-mail or at:

**85 „Aleksandar Malinov“ Blvd., Floor 5, Office 14**

**1715 Sofia,**

**Bulgaria**

**Fresh Direct Ltd.**

**Phone: +35929701988**