

PRIVACY POLICY

Peach Farmer SA (hereinafter: **we, our**) is committed to protecting the privacy and security of the personal data provided to us or which we collect in connection with the use of our “Peachtree”, our website at “www.peachtreelinks.com” and any other related business activities (hereinafter: the **Services**). Personal data shall be processed in accordance with the legal and regulatory data protection provisions to which we are subject. This Data Protection Statement explains how we collect and use the personal data provided to us and the rights relating to them.

I. Who is responsible for the processing of your personal data?

Peach Farmer SA is responsible for the processing of personal data for www.peachtreelinks.com.

II. What do we mean by personal data?

We collect and process personal data about individuals who use our Services and about their behaviour in connection with the use of our Services (hereinafter: **you, your**). By “personal data”, we refer to any information relating to an identified or identifiable natural person, in particular:

first and last names,

- gender,
- age,
- contact details (e.g. private or business postal address, email address and telephone numbers),
- any other personal information provided to us or generated by us in connection pursuant to our Services.

III. How do we collect and use your personal data?

We receive this data directly from you. Where we need to collect the personal data required for our Services and you do not provide such data, we may not be able to perform our obligations. We collect and process personal data about you if you offer or provide products or services to us, evaluate your products or services, and generally when you request information from or provide information to us. We use your personal data for the following purposes:

- making contact,
- Processing your affiliation application
- delivering customised content,
- complying with the legal and regulatory requirements applicable to us.

When we receive your content, we may process personal data for additional purposes, e.g. sending marketing communications, promotional messages, targeted advertising, news about our Services. If you no longer wish to receive emails relating to our Services, you may withdraw your consent by contacting contact@peachtreelinks.com or unsubscribe at any time using the “Unsubscribe” at the bottom of the email. However, withdrawal of your consent or unsubscription

does not have retroactive effect. If you choose to create an account (log in) using Google Authentication, Peach Farmer SA will only access your email address and public profile. Our website contains links to third-party websites. We call your attention to the fact that we have no control over these sites and how they protect personal data and the confidentiality of the information collected and processed on them.

IV. What are the bases on which we process your personal data?

We only use your personal data if and to the extent permitted by applicable law. We therefore process your personal data if:

- they are necessary for the performance of a contract or pre-contractual measures;
- they are necessary for compliance with a legal obligation;
- you have given your consent (where applicable) to such use;
- if we have a legitimate interest.

V. How do we share your personal data?

We may share your personal data collected in connection with our Services with third parties located in Switzerland, the European Union or other countries, where:

- you have consented to us doing so (if such consent is required);
- we have a legal or regulatory obligation to do so; or
- this is necessary in the context of legal proceedings or in order to exercise legal rights. When we transfer personal data to third parties, we do so in accordance with the applicable personal data protection rules. Additional information on this subject can be obtained by sending an e-mail to contact@peachtreelinks.com

VI. How do we protect your personal data?

We have implemented technical and organisational measures against unauthorised access, improper use or disclosure, unauthorised modification or unlawful destruction or accidental loss in accordance with our internal security procedures. Our partners, staff and third party service providers that have access to confidential data (including personal data) are subject to legal and/or contractual obligations of confidentiality.

VII. How long do we keep your personal data in conversation?

We retain your personal data as long as such retention is reasonably necessary (i) to achieve the purposes listed above or (ii) until you withdraw your consent, provided that we are not permitted to retain such personal data for any other purpose (e. g. to exercise and/or defend rights or in the context of an investigation). The destruction of personal data takes place in accordance with our internal data retention procedure.

VIII. What are your rights in relation to your personal data?

Subject to applicable regulations, you have the right to:

- request access to your personal data and certain information relating to its processing;
- receive a copy of your personal data;
- request the rectification of your personal data where it is inaccurate or incomplete;
- request the erasure of your personal data;
- request a restriction on the processing of your personal data;
- object on legitimate grounds to the processing of your personal data;
- receive information on the safeguards we have put in place in case of transfer of personal data to legal orders that do not ensure an adequate level of protection of personal data (if applicable); and
- file a complaint with the competent supervisory authority for the protection of personal data. If you have given your consent for the collection, processing and transfer of your personal data for specific purposes, you have the right to withdraw your consent to such processing at any time. Please note, however, that even if you withdraw your consent, we may still process your personal data if we have another legal basis for doing so. We may refuse access to your personal data if data protection or other legislation allows or requires us to do so, in which case we will provide the reasons for our decision as required by law. If you wish to exercise these rights, please contact us in writing by sending an email to the following address: contact@peachtreelinks.com

IX. Changes to this Privacy Statement

We reserve the right to update and modify this privacy statement from time to time to reflect any changes in the way we process your personal data, or if legal requirements change. Any changes we may make to our privacy statement in the future will be posted on this website. Please check our website frequently for updates or changes to our privacy statement.