

# Privacy Policy

Thank you for your interest in our online portal. We, Caltech Crystalyx a trading division of Carr's Agriculture Ltd Ltd, are responsible for this online offer and must inform you at the beginning of your visit to our online offer about the type, scope and purposes of the collection and use of personal data in a precise, transparent, comprehensible and easily accessible form in clear and simple language.

We are therefore obliged to inform you which personal data is collected or used. Personal data is any information relating to an identified or identifiable natural person.

We attach great importance to the security of your data and compliance with data protection regulations. The collection, processing and use of personal data is subject to the provisions of the UK's Data Protection Act 2018 (DPA) and the European General Data Protection Regulation 2016/679 (GDPR).

## The Controller

The person responsible for data processing is:

Caltech Crystalyx a trading division of Carr's Agriculture Ltd  
Solway Mills  
Silloth  
Wigton  
CA7 4AJ

Tel: 016973 32592

Email: [info@crystalyx-global.com](mailto:info@crystalyx-global.com)

Vat No: 514 487 736

Company No: 00480342

## Accuracy

It is important that the data we hold about you is accurate and current, therefore please keep us informed of any changes to your personal data.

## Children Data

Our website is not intended for children and we do not knowingly collect data relating to children. If you become aware that your Child has provided us with Personal Data, without parental consent, please contact us and we take the necessary steps to remove that information from our server.

## What are the categories of data subjects?

Customers, interested parties, visitors and users of the online offer as well as our business partners.

## Collection, use and storage of personal data

When you use the online offer, online portal, <https://www.crystalyx-global.com> collects different data from you, partly also so-called personal data. This is information that relates to an identified or identifiable natural person.

## What are the purposes for processing?

- Provision of the online offer, its contents and the website functions.
- Provision of contractual services, service and customer care.
- Answering contact enquiries and communication with users.
- Marketing, advertising and market research.
- Security measures.

## What are the relevant legal bases for processing your data?

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In accordance with the DPA and the GDPR the following informs you about the legal basis of us processing your data and unless the legal basis is not specifically mentioned, the following applies:

**Consent** – This is where we have asked you to provide explicit permission to process your data for a particular purpose.

**Contract** – This is where we process your information to fulfil a contractual arrangement, we have made with you.

**Answering your business enquiries** – This is where we process your information to reply to your messages, e-mails, posts, calls, etc.

**Legitimate Interests** - This is where we rely on our interests as a reason for processing, generally this is to provide you with the best products and service in the most secure and appropriate way. Of course, before relying on any of those legitimate interests we balance them against your interests and make sure they are compelling enough and will not cause any unwarranted harm.

**Legal Obligation** – This is where we have a statutory or other legal obligation to process the information, such as for the investigation of crime.

## Access data and hosting

You can visit our web sites without providing any personal information. Each time you visit our website, the web server automatically saves a so-called server log file, which contains, for example, the name of the requested file, your IP address, the date and time of access, the amount of data transferred and the requesting provider (access data) and documents the access.

This access data is evaluated solely for the purpose of ensuring trouble-free operation of the site and improving our services. In accordance with the DPA and the GDPR, this serves to protect our legitimate interests in the correct presentation of our offer, which outweigh our interests in the context of a balancing of interests. All access data is deleted at the latest seven days after the end of your visit to the site.

## Hosting services by a third-party provider

As part of processing on our behalf, a third-party provider provides hosting and web site display services for us. All data collected in the course of using this website or in forms provided for this purpose in the online shop as described below are processed on its servers. Processing on other servers only takes place within the framework explained here.

## Data collection and use for contract processing, contacting and opening a customer account

We collect personal data if you voluntarily provide it to us in the context of your order or when contacting us (e.g. via contact form or e-mail). Mandatory fields are marked as such, as we need the data in these cases to process the contract or to process your contact and you cannot send the order or contact without providing it. Which data is collected can be seen from the respective input forms. We use the data you provide in accordance with the DPA and the GDPR to process the contract and your enquiries.

If you have given your consent by deciding to open a customer account, we will use your data for the purpose of opening a customer account.

After complete processing of the contract or deletion of your customer account, your data will be restricted for further processing and deleted after expiry of the retention periods under tax and commercial law, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this policy. The deletion of your customer account is possible at any time

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and can be done either by sending a message to the contact option described below or via a function provided for this purpose in the customer account.

## **Data transfer**

In order to fulfil the contract, we pass on your data to the shipping company commissioned with the delivery, insofar as this is necessary for the delivery of ordered goods. Depending on which payment service provider you select in the ordering process, we pass on the payment data collected for this purpose to the credit institution commissioned with the payment and, if applicable, to payment service providers commissioned by us or to the selected payment service.

In some cases, the selected payment service providers also collect this data themselves if you create an account with them. In this case, you must register with the payment service provider with your access data during the ordering process. In this respect, the privacy policy of the respective payment service provider applies.

## **Online Payment, Secure data transmission and Credit card information**

The transmission of your personal information during an order transaction is encrypted using industry standard Secure Socket Layer ("SSL") technology, (SSL encryption version 3). Any credit card information you provide will not be stored by us but will be encrypted and collected directly from our payment service provider via hypertext transfer protocol secure ("https").

We may share information with our payment service provider, and you may need to provide credit or debit card information directly to the provider in order to process payment details and authorise payment following a secure link. The information which you supply to in such cases is not within our control and is subject to our payment service provider's own Privacy Notice and Terms and Conditions.

## **Data transfer to shipping service providers**

If you have given us your express consent during or after your order, we will pass on your e-mail address and telephone number to the selected shipping service provider so that they can contact you before delivery for the purpose of delivery notification or coordination.

You can revoke your consent at any time by sending a message to the contact option described below or directly to the shipping service provider. After revocation we will delete your data provided for this purpose, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this policy.

## **Cookies**

In order to make the visit to our website attractive and to enable the use of certain functions, to display suitable products or for market research, we use so-called cookies on various pages. This serves to protect our legitimate interests in an optimised presentation of our offer. Cookies are small text files that are automatically stored on your terminal device. Some of the cookies we use are deleted at the end of the browser session, i.e. after you close your browser (so-called session cookies). Other cookies remain on your end device and enable us to recognise your browser on your next visit (persistent cookies). You can find out how long they are stored in the overview in the cookie settings of your web browser. You can set your browser in such a way that you are informed about the setting of cookies and decide individually about their acceptance or exclude the acceptance of cookies for certain cases or in general. Each browser differs in the way it manages cookie settings. If you want to learn more about cookies in General please visit [All About Cookies](#). If you wish to learn more about the cookies we use please refer to our Cookie Policy.

## **Google Analytics for web analysis**

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Insofar as you have given your consent, this website uses Google (Universal) Analytics for the purpose of website analysis. The web analytics service is provided by Google Ireland Limited, a company incorporated and operated under the laws of Ireland, with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland.

Google (Universal) Analytics uses methods that enable an analysis of your use of the website, such as cookies. The information automatically collected about your use of this website is generally transferred to a Google server in the USA and stored there. By activating IP anonymisation on this website, the IP address is shortened before transmission within the United Kingdom or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The anonymised IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. After the end of the purpose and the end of the use of Google Analytics by us, the data collected in this context will be deleted.

You can revoke your consent at any time with effect for the future by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>. This will prevent the collection of the data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google.

As an alternative to the browser plugin, you can click this link to prevent the collection by Google Analytics on this website in the future. This will place an opt-out cookie on your terminal device. If you delete your cookies, you will be asked again to give your consent.

## Online marketing

### Google AdSense

We use Google AdSense to advertise this website in Google search results and on third-party websites. For this purpose, the so-called remarketing cookie is set by Google when you visit our website, which automatically enables interest-based advertising by means of a pseudonymous Cookie ID and on the basis of the pages you have visited. This serves to protect our legitimate interests in the optimal marketing of our website, which outweigh our interests in the context of a balancing of interests. After the end of the purpose and the end of the use of Google Ads Remarketing by us, the data collected in this context will be deleted.

Further data processing will only take place if you have consented to Google linking your web and app browsing history to your Google Account and using information from your Google Account to personalise the ads you see on the web. In this case, if they are logged in to Google while browsing our website, Google will use your data together with Google Analytics data to create and define targeting lists for cross-device remarketing. For this purpose, your personal data will be temporarily linked by Google with Google Analytics data in order to form target groups.

Google AdSense is an offering of Google Ireland Limited, a company incorporated and operated under the laws of Ireland with its registered office at Gordon House, Barrow Street, Dublin 4, Ireland ([www.google.de](http://www.google.de)).

### Facebook Custom Audiences (Facebook Pixel)

In the context of usage-based online advertising, we use the Custom Audiences service of Facebook Inc. (1601 S. California Avenue, Palo Alto, CA 94304, USA). For this purpose, we define target groups of users in the Facebook ad manager on the basis of certain characteristics, who are subsequently shown ads within the Facebook network. Users are selected by Facebook based on the profile information they provide, and other data provided through their use of Facebook.

If a user clicks on an advertisement and subsequently arrives on our website, Facebook receives the information that the user has clicked on the advertising banner via the Facebook pixel integrated on our website. In principle,

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a non-reversible and non-personal checksum (hash value) is generated from your usage data, which is transmitted to Facebook for analysis and marketing purposes. A Facebook cookie is set in the process. This collects information about your activities on our website (e.g. surfing behaviour, sub-pages visited, etc.). Your IP address is also stored and used for the geographical targeting of advertising. Facebook Custom Audiences via the customer list is not used by us, nor is the "advanced matching" function.

## Social media

When Visiting Our Facebook/Instagram Page the processing of the information is intended, among other things, to enable Facebook (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 and the US-based Facebook, Inc., 1601 Willow Road, Menlo Park, California 94025) to improve its system of advertising that it distributes through its network. Secondly, it is intended to enable us, as operators of the pages, to obtain statistics that Facebook compiles on the basis of visits to our pages. The purpose of this is to control the marketing of our activity. For example, it enables us to learn about the profiles of visitors who like our Instagram page or use applications on the page so that we can provide them with more relevant content and develop features that may be of greater interest to them.

In addition, to help us understand how our Facebook/Instagram page can better achieve our goals, demographic and geographic analyses are also created and provided to us based on the information collected. We may use this information to target interest-based advertisements without directly knowing the identity of the visitor. If visitors use Facebook/Instagram on multiple devices, the collection and analysis can also be carried out across devices if the visitors are registered and logged into their own profiles.

The visitor statistics created are transmitted to us exclusively in anonymised form. We have no access to the underlying data. We operate these pages in order to present ourselves to Facebook/Instagram users and other interested persons who visit our Facebook/Instagram page and to communicate with them. The processing of the users' personal data is based on our legitimate interests in optimising the presentation of our company.

## Contacting Us

If you contact us via our Contact Form, Social Media, Phone and e-mail the data you provide will be stored so that your message can be forwarded to the correct contact person. This is done in accordance with Article 6 lit. f) GDPR to process your request. Your data provided will not be used for any other purposes, in particular not for advertising.

## Your Rights

You have a number of 'Data Subject Rights' below is some information on what they are and how you can exercise them.

**Right to information:** You can request information from us as to whether and to what extent we process your data.

**Right to rectification:** If we process your data that is incomplete or incorrect, you can request that we correct or complete it at any time.

**Right to erasure:** You may request that we erase your data if we are processing it unlawfully or if the processing disproportionately interferes with your legitimate interests in protection. Please note that there may be reasons that prevent immediate deletion, e.g. in the case of legally regulated retention obligations. Irrespective of the exercise of your right to deletion, we will delete your data immediately and completely, insofar as there is no legal or statutory obligation to retain data in this respect.

**Right to restriction of processing:** You may request us to restrict the processing of your data if you dispute the accuracy of the data for a period of time that allows us to verify the accuracy of the data, the processing

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of the data is unlawful, but you object to erasure and request restriction of data use instead, we no longer need the data for the intended purpose, but you still need this data to assert or defend legal claims, or you have objected to the processing of the data.

**Right to data portability:** You may request that we provide you with the data you have provided to us in a structured, commonly used and machine-readable format and that you may transfer this data to another controller without hindrance from us, provided that we process this data on the basis of a revocable consent given by you or for the performance of a contract between us, and this processing is carried out with the aid of automated procedures. If technically feasible, you may request us to transfer your data directly to another controller.

**Right to object:** If we process your data for legitimate interest, you may object to this data processing at any time; this would also apply to profiling based on these provisions. We will then no longer process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the assertion, exercise or defence of legal claims. You may object to the processing of your data for the purpose of direct marketing at any time without giving reasons.

**Right of complaint:** If you are of the opinion that we violate data protection law when processing your data, please contact us so that we can clarify any questions. Of course, you also have the right to contact the supervisory authority responsible for you, the respective state office for data protection supervision. If you wish to assert any of the aforementioned rights against us, please contact us using [info@crystalyx-global.com](mailto:info@crystalyx-global.com). In case of doubt, we may request additional information to confirm your identity.

Where the processing of your personal information is based on consent, you have the right to withdraw that consent without detriment at any time.

The above rights may be limited in some circumstances, for example, if fulfilling your request would reveal personal information about another person, if you ask us to delete information which we are required to have by law, or if we have compelling legitimate interests to keep it. We will let you know if that is the case and will then only use your information for these purposes. You may also be unable to continue using our services if you want us to stop processing your personal information.

We encourage you to get in touch if you have any concerns with how we collect or use your personal information.

## The Supervisory Authority

The Information Commissioner's Office (ICO) in the UK is the for us relevant authority in matters of data protection. You have the right to make a complaint at any time to the ICO ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## Questions and Concerns

If you have any questions regarding the collection, processing or use of your personal data, for information, correction, restriction or deletion of data, as well as revocation of consent given or objection to a specific use of data, please contact us directly using the following contact details.

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