

Privacy Policy – GrowGroup Webshop

Last updated: 20 July 2026

GrowGroup (“we”, “our”, “us”) operates this webshop to provide agricultural consumables, components, substrates, and related products to customers worldwide. We are committed to protecting your personal data and handling it responsibly, transparently, and in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR).

This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our webshop, create an account, place an order, or interact with our services.

1. Data We Collect

We collect the following categories of personal data:

1.1 Information You Provide Directly

- **Account details:** name, email address, password
- **Order information:** billing address, shipping address, phone number
- **Payment information:** processed securely through third-party payment providers (we do not store full payment card details)
- **Checkout fields:** any additional custom fields you complete during checkout (e.g., VAT number, company details)
- **Customer service communication:** messages, inquiries, or support requests

1.2 Automatically Collected Information

- IP address
- Browser type and device information
- Pages visited and time spent on the webshop
- Cookies and similar technologies (see Section 7)

1.3 Information from Third Parties

- Payment processors
- Shipping and logistics partners
- Social media platforms (if you interact with our Instagram, Facebook, TikTok, or other channels)

2. How We Use Your Data

We use your personal data for the following purposes:

- **Order processing:** fulfilling and delivering your purchases
- **Account management:** enabling login, order history, and customer groups
- **Customer support:** responding to inquiries and providing assistance
- **Legal compliance:** taxes, invoicing, and regulatory obligations
- **Marketing:** sending product updates or promotions (only with your consent)
- **Shop functionality:** improving catalog, checkout, and product filters
- **Fraud prevention and security:** protecting our systems and customers

3. Legal Basis for Processing

We process your data under the following legal bases:

- **Contractual necessity:** to fulfill your orders
- **Legal obligation:** tax, invoice, and accounting requirements
- **Consent:** for marketing communications and optional features
- **Legitimate interest:** improving webshop performance and preventing fraud

4. Sharing Your Data

We share your data only with trusted partners necessary to operate the webshop:

- **Payment service providers**
- **Shipping and logistics companies**
- **IT and hosting providers (STRATO)**
- **Marketing or analytics tools (if enabled)**
- **Legal authorities** when required by law

We do not sell your personal data.

5. Data Storage and Security

We implement technical and organizational measures to protect your data, including:

- Encrypted connections (SSL)
- Secure payment processing

- Access controls within our shop management dashboard
- Regular system updates and monitoring

Your data is stored within the European Union unless otherwise stated by specific service providers.

6. Your Rights Under GDPR

You have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion (“right to be forgotten”)
- Restrict processing
- Object to processing
- Receive your data in a portable format
- Withdraw consent at any time

To exercise these rights, contact us at: info@growgroup.shop

7. Cookies and Tracking Technologies

Our webshop uses cookies to:

- Enable essential shop functions
- Remember your preferences
- Improve performance and analytics
- Support marketing channels (Instagram, Facebook, TikTok) if activated

You can manage cookie settings through your browser.

8. International Transfers

If your data is transferred outside the EU, we ensure appropriate safeguards such as:

- Standard Contractual Clauses
- GDPR-compliant service providers

9. Retention Periods

We retain personal data only as long as necessary:

- Order and invoice data: according to legal retention requirements
- Account data: until you delete your account
- Marketing data: until you withdraw consent

10. Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our webshop, legal requirements, or business operations. Updates will be published on this page with a new “Last updated” date.

11. Contact Information

GrowGroup IFS B.V.

Oder 20 - Unit C4874

2491DC The Hague

Netherlands

info@growgroup.shop