

Privacy and Cookie Notice of Feed Calculator

This is the Privacy and Cookie Notice of Feed Calculator, owned by Single Spark B.V., based at Europalaan 2B (Office C2.1), 3526 KS Utrecht in The Netherlands (**Feed Calculator**).

This Privacy and Cookie Notice provides information on the processing of personal data of the users of the website and application (**Users**) of Feed Calculator.

This Privacy and Cookie Notice may be changed over time. Users of the website and application are advised to regularly review the Privacy and Cookie Notice for possible changes. You can review the most current version of the Privacy and Cookie Notice on www.feedcalculator.com or through our application.

This Privacy and Cookie Notice was last changed on 31 March 2017.

This Privacy and Cookie notice can be stored or printed using the buttons at the top of this page.

1 WHEN IS THIS PRIVACY NOTICE APPLICABLE? [\[READ MORE\]](#)

This Privacy Notice is applicable to the processing of all personal data of Users through the website and application of Feed Calculator.

2 WHO IS THE CONTROLLER OF YOUR DATA? [\[READ MORE\]](#)

Single Spark B.V. is the controller for the processing of your personal data. Single Spark B.V. has notified the Dutch Data Protection Authority (**DDPA**) in The Hague, The Netherlands of its processing of personal data. The notification indicates what data are processed by Single Spark B.V. and for what purpose, and to which persons or entities the data will be provided. Click [here](#) to consult the notification in the public register of DDPA.

3 FOR WHAT PURPOSE DO WE PROCESS YOUR PERSONAL DATA? [\[READ MORE\]](#)

(1) For the technical and functional management of the website and application [\[read more\]](#)

⇒ [What does this purpose entail?](#)

When you visit our website or application, we process technical data linked to the use of the website or application to enable us to deliver the

functionalities of the website or application. With this technical data we can manage the website or application, for instance by resolving technical difficulties or improving the accessibility of certain parts of the website or application. This way, we ensure that you can (continue to) find the information on the website or application in a quick and simple manner. For this purpose cookies are used as well. (Go to 5: what cookies does Feed Calculator use?)

- ⇒ Which personal data do we process for this purpose?
For this purpose we process technical data like the IP-address of your computer, the visited webpages, the internet browser you use, previous/next visited websites and the duration of a visit/session.
- ⇒ For what period do we retain your personal data for this purpose?
We retain technical data for a maximum period of 1 month for this purpose.

(2) The generation of management information, statistical data and market research [\[read more\]](#)

- ⇒ What does this purpose entail?
We perform research into market trends through statistical analysis. We use the results of such research to evaluate our current products and services and to adapt our products, marketing and stations to new developments. The research results may also be used to provide feedback to NGOs on results achieved by the grant awarded by such NGOs to Feed Calculator. The research results are only reported on an aggregate basis. This means that the results cannot lead to identification of individual Users in any way.
- ⇒ Which personal data do we process for this purpose?
To generate these informational reports we process data such as the time and date of your last successful login, generated recipes, the amount of generated recipes and which products are viewed and purchased. The results in these reports are purely statistical and cannot be traced back to you.
- ⇒ For what period do we retain your personal data?
We retain such data for a period of twelve months.

(3) Development and improvement of products and services [\[read more\]](#)

- ⇒ What does this purpose entail?

We use aggregated / anonymized personal data to analyse customer behaviour and to adjust our products and services accordingly, to ensure that it is relevant to our customers. We can make adjustments to our offering, our newsletters or our website or application. We may also adapt our promotions on the basis of our analysis.

- ⇒ Which personal data do we process for this purpose?
We analyse how often you read our newsletters, how often you visit our website or application, which pages you click on our website or application, what goods or services you purchase through our website or application, your name, address, e-mail address, your country of residence, your user type, your phone number, your subscription, your generated recipes, including ingredients, prices, quantities, animal and type of feed.
- ⇒ For what period do we retain your personal data?
We retain such data for a period of twelve months.

(4) For development and improvement of the website and application [\[read more\]](#)

- ⇒ What does this purpose entail?
Feed Calculator uses aggregated / anonymized personal information to analyse Users' behaviour and to adjust the website or application, to ensure that it is relevant to Users. Feed Calculator can make adjustments to offerings, e-mails, the website or application.
- ⇒ Which personal information does Feed Calculator process for this purpose?
Feed Calculator may use personal information, e.g. how often you visit the website or application, which pages you click on the website or application and what services you purchase or receive through the website or application.
- ⇒ For what period does Feed Calculator retain your personal information?
Feed Calculator retains such data for a period of twelve months.

(5) When you create a Feed Calculator account, to create and maintain the account and to authenticate your login [\[read more\]](#)

- ⇒ What does the purpose entail?
When you choose to register with Feed Calculator, you need to provide us with your username, a valid email address and a password, so that we can create a personal account for you. Upon creating your account, we will send you your personal login information. After you register, you may provide us with other details about yourself, such as your name, country of

residence, phone number, user type and project name. These personal data enable us to administer your account and enable us to ensure the confidentiality and maintain the security of your purchases. We are, for instance, able to change your password for you. We are, however, not able to view your password.

⇒ Which personal data do we process for this purpose?

For this purpose we process data regarding your personal account such as your e-mail address, your name, your username, your address, your phone number, user type and project name. We will also process your login data.

⇒ For what period do we retain your personal data for this purpose?

We retain data regarding your personal account for as long as you have a Feed Calculator account. When you delete your account, we will delete your personal data after two months, except if we need this data to deliver other services to you. Your login data will not be retained longer than necessary.

(6) To process orders and payments **[read more](#)**

⇒ What does this purpose entail?

Feed Calculator will use your personal information to process your purchase and payments and to deliver your order. For example, after placing your order for credits to generate recipes, Feed Calculator will send you an e-mail with a code that enables you to redeem these credits.

⇒ Which personal information does Feed Calculator process for this purpose?

Feed Calculator may process your name, username, e-mail address, your address, phone number, bank account details and details about the purchased subscription.

⇒ For what period does Feed Calculator retain your personal information?

Feed Calculator retains such data as long as required by law.

(7) For bookkeeping **[read more](#)**

⇒ What does this purpose entail?

Feed Calculator will use your personal information for bookkeeping. We need your personal information to send you invoices, to process refunds and to keep track sales and expenses.

⇒ Which personal information does Feed Calculator process for this purpose?

Feed Calculator may process your name, username, e-mail address, your address, phone number, bank account details and details about purchases.

- ⇒ For what period does Feed Calculator retain your personal information?
Feed Calculator retains such data as long as required by law.

(8) To comply with legal obligations [\[read more\]](#)

- ⇒ What does this purpose entail?
Feed Calculator may disclose your personal information when required by law or legal process; when necessary to protect and defend the rights or property of Feed Calculator or when necessary to protect the personal safety of Users of the Website or application.
- ⇒ Which personal information does Feed Calculator process for this purpose?
Feed Calculator asks Users for certain personally identifiable information about themselves (e.g. name, e-mail address, address, telephone number, country of residence, project name.). Users' personal information is collected at the point of registration to the Website or application as well as at any later stage when using the Website or application. The Website may offer questionnaires, web logs, web postings, bulletin boards, chat rooms, newsgroups or other forms which permit Users to submit personal information online. Any information Users transmit online is considered personal information and is subject to this Policy.
- ⇒ For what period do we retain your personal data for this purpose?
Feed Calculator retains your personal information for as long as you are registered as 'User' on the Website or application.

(9) For answering your questions [\[read more\]](#)

- ⇒ What does this purpose entail?
On various pages of the website or application you can ask one of our employees a question. You can also contact us by other means (such as e-mail, fax or telephone). In this case we will use your personal data to answer your question.
- ⇒ Which personal data do we process for this purpose?
For this purpose we process your name, your contact information, your correspondence with us about your question and all other personal data you provide us with and which is required to answer your question.
- ⇒ For what period do we retain your personal data for this purpose?

Your data will be moved to our archive after your questions have been answered. Your data will be removed from our archive after 2 years, with the exception of a log file containing your name, contact information, the date you contacted us and the subject of your question.

(10) If you have consented to this, for sending you information about Feed Calculator by e-mail **[read more](#)**

⇒ What does this purpose entail?

We would like to keep you updated on our latest vacancies / events / developments / news items / special offers / etc. and other opportunities and developments within Feed Calculator. We will do this by means of e-newsletters to the e-mail address provided when registering on the website or application. If you would like to stay informed on these topics, you can indicate this by ticking the appropriate box before submitting your registration.

⇒ Which personal data do we process for this purpose?

For this purpose we process your name, your e-mail address and an overview of which e-newsletters we have sent you.

⇒ For what period do we retain your personal data?

We retain your personal data for as long as you wish to receive information from Feed Calculator. In case you don't want to receive such e-mails, you can unsubscribe at any time by contacting us or by using the unsubscribe option included in each e-mail message by Feed Calculator.

(11) To organise promotions **[read more](#)**

⇒ What does this purpose entail?

With your consent, we can send you e-mails with promotions. If you choose to participate in a promotion, we need your personal data to be able to announce and organize these. Also, if you participate in this activity, we need your personal data to announce any winners, to distribute any prizes and to measure the response to promotions.

⇒ Which personal data do we process for this purpose?

For this purpose, we use your name, username, address, e-mail address and your entries in the activity, to determine the winner.

⇒ For what period do we retain your personal data?

We store your personal data until after promotion has ended, to be able to provide you with a prize or to answer your questions. We will communicate the exact retention period per activity.

(12) Personalised offers [\[read more\]](#)

⇒ What does this purpose entail?

You may choose to receive personalised offers from Feed Calculator that are tailored towards your personal preferences based on segmentation and profiling (e.g. analysing your purchase history and purchases of other customers).

With personalised offers, we would like to notify you of products, events and promotions that we believe may be of interest to you. Such personalised offers may include:

- notifications to inform you of changed prices or ingredients that may lead to a more optimised recipe;
- an offer to extend your subscription or purchase a new subscription before your subscription expires.

You may receive your personalised offers by e-mail, SMS, through the website, apps, social media or any other digital channels used by you.

⇒ Which personal data do we process for this purpose?

To send you personalised offers, we use your name, e-mail address, phone number and address. In order to be able to provide you with personalised offers, we need to understand your preferences. In order to be able to determine your preferences, we will analyze your purchase history. This includes data regarding (i) specific products you buy, (ii) your total amount of purchases per transaction, (iii) the time and place of the purchases you make, (iv) the payment method you use (v) your shopping frequency, (vi) the ingredients that are available to you, (vii) the prices you have entered per ingredient, (viii) the recipes you generate, including ingredients, amounts, animals and type of feed.

⇒ For what period do we retain your personal data?

Feed Calculator retains your personal information for as long as you wish to receive information from Feed Calculator. In case you wish to cease receiving such e-mails, you can unsubscribe at any time by contacting us or by using the unsubscribe option included in each e-mail message by Feed Calculator.

4 WHO HAS ACCESS TO YOUR DATA? [\[READ MORE\]](#)

We may share information about our Users with NGOs that have awarded grants to Feed Calculator, for example to provide feedback to NGOs on results achieved by the grant awarded by such NGOs to Feed Calculator. This information is only reported on an

aggregate basis. This means that the results cannot lead to identification of individual Users in any way.

Feed Calculator uses third parties for certain processings, such as website hosting. As far as these third parties have access to personal data in order to execute these processings, Feed Calculator has taken the required organisational and contractual measures to ensure that your personal data is exclusively processed for the purposes mentioned above. Only if Feed Calculator is required to do so by law, your personal data will be provided to supervisory agencies, fiscal authorities and investigative agencies.

Now and then Feed Calculator will organise a prize contest, promotion or games of chance in co-operation with a third party. In such a case, this will be stated clearly on the website. If you participate in such a prize contest, event or games of chance, your personal data will (to the extent required) be made available to these third parties, to the extent of necessity.

5 WHICH COOKIES DOES FEED CALCULATOR USE? [\[READ MORE\]](#)

The website uses cookies. A cookie is a small small text file that we send to your internet browser so that we are able to recognise your browser when you return. Cookies can collect data on the use of the website such as which pages are visited and the duration of a user session. When you use the website, the cookie sends data to Feed Calculator.

Feed Calculator does not retain a cookie longer than necessary. [We use session cookies and permanent cookies:

- A session cookie can track usage such as the webpages you visit and what options you use. When you close the internet browser, the session is ended and the cookie is deleted.
- A permanent cookie enables the website to recognize you at a subsequent visit.

Feed Calculator stores cookies that are essential in providing the functionalities of the website. For instance, the cookies enable you to place items in your shopping cart and review the contents of your shopping cart.

If you do not wish to receive any cookies at all, you may set your browser to refuse cookies all together. Please note that in that case you may no longer be able to use all the functionalities of the website.

Only if you have given prior consent, Feed Calculator places cookies that are not strictly necessary for providing the functionalities of the website. Through such non-strictly necessary cookies we collect information about your use of the website and remember your preferences. Examples of collected information are which pages are visited and the length of a user session. Through these cookies we aim to improve your user experience

of our website. If you do not consent to cookie being placed, these cookies will be blocked.

[Click here] for a summary the non-strictly necessary cookies that Feed Calculator uses.

⇒ Cookies on the website:

(Category) Cookie(s)	(Name)	Target (category) cookie(s)	Retention period	Extra information
_utma	Google Analytics	Basis	2 years	These cookies measure visitor behavior: which pages be viewed and where is clicked. The Web statistics for this click behavior we use to for example, find out which searches on this site are unsuccessful, so we can improve our search results.
_utmb		Basis	30 minutes	
_utmc		Basis	When browser session finishes	
_utmt		Basis	10 minutes	
_utmv		Basis	0 minutes	
_utmz		Basis	0,5 year	
_sp_id.6014		Basis	2 years	
_sp_ses.6014		Basis	30 minutes	
Is_mobile	Feed Calculator	Basis	When browser session finishes	To make website suitable for mobile devices
Language	Feed Calculator	Basis	Two weeks	To make website suitable for multiple languages

Feed Calculator will use Google Analytics' cookies. Google Analytics is a web analysis service that is offered by Google Inc. (**Google**). Google Analytics uses cookies only to analyze the usage of the website by Users. Google uses aggregated statistical data to give Feed Calculator an insight in the way Users use the website. Feed Calculator has concluded a data processing agreement with Google to ensure proper protection of your personal data. Feed Calculator does not make use of any other Google services related to Google Analytics. To the extent allowed by the Google Analytics functionalities, Feed Calculator has opted out from sharing your information with Google. Google will remove the last three digits of your IP address. Google may only provide the aforementioned data to third parties if Google is required to do so by law, or to the extent third parties processing these data on behalf of Google.

You can find more information on Google Analytics [here](#).

6 HOW TO TREAT LINKS TO OTHER WEBSITES AND SOCIAL MEDIA?

[READ MORE]

On the website you will find a number of links to other websites. Although these websites are selected with care, we are not responsible for the processing of your personal data through these websites. **Feed Calculator's terms and conditions** and this privacy and cookie notice are therefore not applicable to the use of such websites.

If you choose to share our website through social media such as linkedin, facebook and/or twitter, your personal data (such as your name and the fact that you are interested in Feed Calculator) will also be visible to all the visitors of your personal webpage on linkedin, facebook and/or twitter. On the use of such social media websites only the terms and conditions (including the privacy policy) of the social media website apply. Feed Calculator is not responsible for the processing of personal data or the privacy policy of such social media websites. **Feed Calculator's terms and conditions** and this privacy and cookie notice is therefore not applicable to the use of such websites.

7 MAY PERSONS BELOW THE AGE OF 16 PROVIDE PERSONAL DATA? [READ MORE]

Persons below the age of 16 may only provide personal data to Feed Calculator if they have written permission of one of their parents or their legal guardian who has read this privacy and cookie notice.

8 HOW DO WE SECURE THE DATA? [READ MORE]

Your personal data are treated strictly confidential and Feed Calculator has taken the appropriate technical and organisational security measures against loss or unlawful processing of this data. To this purpose Feed Calculator uses several security techniques including secure servers, firewalls and encryption, as well as physical safeguard of the locations where data are stored.

9 IS PERSONAL INFORMATION TRANSFERRED TO COUNTRIES OUTSIDE OF THE EUROPEAN ECONOMIC AREA (“EEA”)? [READ MORE]

As part of the services offered through our website or application, personal information provided may be transferred to countries outside of the European Economic Area (“EEA”) to a country or territory whose laws may not provide adequate levels of protection to personal information. If Feed Calculator transfers information outside of the EEA in this way, Feed Calculator will take the appropriate steps to ensure that the privacy rights of Users continue to be protected. In addition, if Users use the services while they are outside the EEA, their personal information, including sensitive personal information, may be transferred outside the EEA in order to provide them with those services.

10 WHO TO ADDRESS REGARDING QUESTIONS AND REQUESTS OF ACCESS, REMOVAL ETC. [\[READ MORE\]](#)

You can request access of the data that Feed Calculator processes about you at any time, and have these corrected or removed by sending a request to:

E-mail: info@feedcalculator.com

Postal address: Europalaan 2B
3526 KS Utrecht
The Netherlands

Telephone: +31(0)646902592

FEED CALCULATOR CAN CHARGE A (LOW) REIMBURSEMENT FEE.
