

Privacy Policy

We value your privacy and want to ensure you that we are in full compliance with EU's new data privacy law, the General Data Protection Regulation. This means that your personal data are secure and that we are fully transparent about how we use your data. In this privacy policy we explain how the Soil Quality App (SQAPP) uses your information.

1. Processed personal data

When using SQAPP we receive the following information about you:

- Your e-mail address
- Location data for points you store
- Soil quality data you provide
- User feedback information you provide

The law considers these as personal data and only allows us to use these data if we explain accurately how and why. You can read about this below.

We do not pass on your personal data to other companies or institutions, unless obliged by law.

2. Purpose of processing personal data

Your personal data can be used for the following purposes:

- To provide you with soil quality information and advice
- To enable you to collect, store and retrieve soil quality information for locations you are interested in
- To contact you about queries or feedback you send us through the app
- To improve SQAPP and the information it provides to you
- For scientific research purposes

Insofar your agreement is required for processing your data, we will only do so if you have given your permission.

3. Your account

To use SQAPP you need to register. We only require your e-mail address to register. We use this to make an account to which you can login with your e-mail address and a password of your choice. We only save this information so that you do not need to fill in data time and again, and to be able to respond to any query or user feedback you may have.

We keep this information as long as your account exists. You can delete your account any time you wish.

4. Location data

To provide you with soil quality information, and to save information about points you are interested in, it is necessary to know the location you are interested in. This can be your current location or a location you specify through a map interface. In order to use SQAPP we separately ask you for permission to use location data, and only if you give permission, we get that information.

For this service we use navigation or location software on your mobile device. We do not have control over what the makers of this software (such as Bing maps) do with your data. Always read their privacy policy too.

We only store location data for points at which you retrieve soil information and points you save in

SQAPP.

5. Protection

We take the security of your personal data seriously. To protect your privacy we take the following measures:

- Access to personal data is protected with a user name/e-mail address and password
- We log all retrievals of personal data

Moreover, we have taken all appropriate technical and organisational measures to protect your personal data against loss or any form of unlawful processing. We keep your data not longer than lawfully permitted, obliged and/or necessary for the purposes for which they are used. The length for which we keep personal data depends on the type of data and the purpose for which they are used. This term can therefore differ per purpose.

6. Checking, modifying or deleting your data

In case you have questions or want to know what personal data we have about you, you can always contact us. See the contact data below.

You have the following rights:

- Request what personal data we have about you and how we use them
- Verify the exact personal data we have
- Request correction of erroneous data
- Request deletion of personal data
- Withdraw permission to use your data
- Object against a particular use

Please note that you always have to identify yourself, in order for us to be sure not to modify or delete data from the wrong person. To prevent abuse we may ask you to identify yourself adequately.

7. Changes to the Privacy Policy

When SQAPP changes, we will adapt the Privacy Policy accordingly. Please pay attention to the date of the Privacy Policy and check regularly for updates. We will do our best to announce changes separately.

8. Lodging a complaint

If you think that we are not helping you in an appropriate way, you have the right to lodge a complaint with the Data Protection Authority.

9. Contact data

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