

Datum: 12 mei 2026

Organiser: Ledgnd B.V.

Website: wk.ledgnd.com

1. Introduction

This is the privacy statement of Ledgnd B.V., hereinafter referred to as "Ledgnd". This privacy statement applies to the processing of personal data in relation to the Ledgnd HortiSoccer World Cup Pool 2026, hereinafter referred to as "the World Cup Pool".

Ledgnd considers it important that personal data is processed carefully, securely and transparently. In this privacy statement, we explain which personal data we collect, why we process this data, with whom we share it and what rights participants have.

2. Who is responsible for the processing?

Ledgnd B.V. is responsible for the processing of personal data in relation to the World Cup Pool.

Ledgnd B.V.
Stoomloggerweg 6c
3133KT Vlaardingen
The Netherlands
Email: marketing@ledgnd.com
Website: www.ledgnd.com

For questions about this privacy statement or the processing of personal data, participants can contact Ledgnd via the email address above.

3. Which personal data do we process?

For participation in the World Cup Pool, we process the following personal data:

- first name;
- last name;
- company name;
- email address;
- participation data, such as predictions, scores, rankings and participation in company pools;
- communication data, for example when a participant contacts us;
- technical data, such as IP address, browser data and data about the use of the website, insofar as this is collected through the website or platform.

We only process personal data that is necessary for the organisation, execution, communication, security and improvement of the World Cup Pool, or for which the participant has given consent.

4. What do we use personal data for?

Ledgnd processes personal data for the following purposes:

- registering participants;

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- enabling participation in the World Cup Pool;
- managing personal accounts and company pools;
- processing predictions, scores and rankings;
- displaying names, company names and scores within the rankings of the World Cup Pool;
- sending functional communication about participation, matches, predictions, rankings, reminders and prize winners;
- awarding prizes;
- publishing winners, company names, scores and any photos or quotes in communications relating to the World Cup Pool;
- analysing and improving the operation of the World Cup Pool;
- securing the website and preventing misuse or fraud;
- sending marketing communication, if the participant has given consent;
- complying with legal obligations.

5. On what legal grounds do we process personal data?

We process personal data on the basis of one or more of the following legal grounds:

Performance of an agreement

For participation in the World Cup Pool, it is necessary for us to process certain personal data. Without this data, participation cannot be properly carried out.

Legitimate interest

Ledgnd has a legitimate interest in organising, managing, securing and improving the World Cup Pool. We also have a legitimate interest in preventing misuse, fraud and technical problems.

Consent

For certain processing activities, we ask for consent, for example for marketing communication or the use of certain personal data in communications where consent is required. Participants may withdraw their consent at any time.

Legal obligation

In some cases, we must process data in order to comply with legal obligations.

6. Communication about the World Cup Pool

Participants may receive messages by email or through other relevant communication channels that are necessary or relevant for participation in the World Cup Pool.

This may include messages about:

- registration and participation;
- submitting or changing predictions;
- interim rankings and scores;
- reminders about matches;
- prize winners;
- important updates about the World Cup Pool.

This communication is intended to ensure that participation in the World Cup Pool runs smoothly.

7. Marketing communication

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If a participant has given consent, Ledgnd may use the participant's first name, last name, company name and email address to inform the participant about:

- the World Cup Pool;
- relevant campaigns;
- news and events;
- services and products of Ledgnd and MyLedgnd;
- other relevant developments within the horticultural sector.

Participants may unsubscribe from marketing communication at any time by using the unsubscribe link in emails or by contacting Ledgnd.

8. Sharing data with Holland Horti Media

For the organisation, communication, promotion and execution of the World Cup Pool, Ledgnd may share participants' personal data with Holland Horti Media.

This concerns the following data:

- first name;
- last name;
- company name;
- email address;
- participation data within the World Cup Pool, such as participation in rankings or company pools.

Holland Horti Media may use this data for communication and marketing relating to the World Cup Pool, HortiSoccer and relevant horticultural activities, media publications and campaigns.

Ledgnd only shares personal data when this is compatible with the purpose for which the data was collected, when there is a valid legal basis and when this is in accordance with applicable privacy legislation.

9. Publication of winners, companies and marketing communications

In the context of the World Cup Pool, names, company names, scores and rankings may be visible within the platform.

When a participant or company wins, Ledgnd may use the winner's name, company name, score, photo, quote or other contribution for communication and marketing activities relating to the World Cup Pool. This may include a social media post, news item, photograph, short quote, interview or other editorial publication.

Where consent is required for this, Ledgnd will request such consent.

10. With whom else do we share personal data?

In addition to Holland Horti Media, Ledgnd may share personal data with parties that are necessary for the execution of the World Cup Pool, such as:

- hosting providers;
- website and platform suppliers;
- email and marketing software providers;
- technical service providers;

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- legal or administrative service providers, if necessary.

Where parties process personal data on behalf of Ledgnd, Ledgnd will, where necessary, enter into a data processing agreement with them. Personal data will not be sold to third parties.

11. Retention period

Ledgnd does not retain personal data for longer than necessary for the purposes for which it was collected.

Personal data required for participation in the World Cup Pool will in any case be retained for the duration of the World Cup Pool and for a reasonable period thereafter, for example for prize allocation, evaluation, communication, administration and any questions or disputes.

Data used for marketing communication will be retained until the participant unsubscribes or withdraws consent, unless a longer retention period is permitted or required by law.

12. Security of personal data

Ledgnd takes appropriate technical and organisational measures to protect personal data against loss, misuse, unauthorised access, disclosure, alteration or destruction.

Only persons who need the data to perform their work have access to personal data.

13. Cookies and similar technologies

The website wk.ledgnd.com may use cookies and similar technologies. Cookies may be used to ensure that the website functions properly, to analyse the use of the website or to improve the user experience.

Where cookies are used for which consent is required, consent will be requested through a cookie notice or cookie settings.

14. Rights of participants

Under the GDPR, participants have various rights regarding their personal data. They may request Ledgnd to:

- provide access to their personal data;
- correct incorrect or incomplete data;
- delete personal data;
- restrict the processing of personal data;
- transfer their data;
- object to certain processing activities;
- withdraw previously given consent.

Requests can be submitted via: marketing@ledgnd.com

Ledgnd may request additional information to verify the identity of the requester. We do this to prevent personal data from being provided to or changed by the wrong person.

15. Submitting a complaint

If a participant believes that Ledgnd does not handle personal data carefully, he or she can contact Ledgnd via marketing@ledgnd.com.

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Participants also have the right to submit a complaint to the Dutch Data Protection Authority, the supervisory authority for privacy legislation in the Netherlands.

16. Changes to this privacy statement

Ledgnd may amend this privacy statement. The most recent version will be published on wk.ledgnd.com or made available through another clear form of communication.

If changes have significant consequences for participants, Ledgnd will inform participants accordingly.

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