

RETENTION PERIOD FOR PERSONAL DATA / PURO.EARTH

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We store the personal data we collect for as long as the information is necessary to fulfil the purpose for which it was processed, to ensure Puro.earth's rights or to comply with its statutory storage obligations. Your personal information and transaction information will not be stored longer than indicated in the table below:

Delivery of product or service	
Information about the agreement, customer relationship and transactions	10 years from the termination of customer relationship
Digital account and login ID	3 years from the last login
Marketing	
Marketing opt outs	Until further notice
Online marketing and analytics	26 months
Information used for segmentation	3 years from the termination of the contractual relationship
Statutory obligations	
Bookkeeping	7 years
Product and service development as well as internal reporting	
Pseudonymised customer information	20 years

Personal data is stored for the period specified in the table and is securely deleted or destroyed after the storage period. In some cases, we anonymise the information and irrevocably remove all such identifiers, with which an individual can be identified.