

Privacy statement (AVG/GDPR)

Privacy statement

1. Who are we?

Act2Vision, located in **Muiden**, registered with the Chamber of Commerce under number **65176502**, is responsible for the processing of personal data as described in this privacy statement.

Contact: info@act2vision.nl | www.act2vision.nl

Data Protection Officer (if applicable): **Act2Vision Directorate**, contact: info@act2vision.nl.

2. What personal data do we process?

We process (depending on your use of our website, forms and services) the following categories of personal data:

- Identification and contact data: name, company name, job title, email address, telephone number.
- Survey/assessment data: answers to questions, scores, maturity levels, open text fields.
- Communication data: content of emails or contact requests.
- Technical data: IP address, browser and device data, log files.
- Cookie data: see section 9 (Cookies).

We do not ask for special personal data (such as health data) and do not knowingly request data from children under the age of 16. If you believe that we have received such data, please contact us via info@act2vision.nl subject "Privacy e-mail".

3. What do we use personal data for (purposes)?

We process personal data for the following purposes:

- Execution of our services: offering and conducting the online survey/assessment and sharing results/reports.
- Contact and follow-up: answering questions, following up on a request for information or quotation.
- Improvement of our services: analysis of usage and improvement of questionnaire, report or website.
- Marketing (limited and appropriate): sending relevant updates or information, if permitted and with the option to unsubscribe.
- Legal obligations: for example, administration and retention obligations.

4. On what bases do we rely?

The General Data Protection Regulation (GDPR) has been in force throughout the European Union since 25 May 2018. In the Netherlands, the privacy law is called the General Data Protection Regulation (GDPR). We only process personal data when this is permitted on the basis of the GDPR, for example:

- Performance of an agreement (e.g. the provision of assessment results).
- Legitimate interest (e.g. B2B relationship management, improvement of our services, security).
- Consent (e.g. opt-in newsletters or non-essential cookies).
- Legal obligation (e.g. tax retention obligation).

5. With whom do we share personal data?

We only share personal data when it is necessary for the purposes above. These may include:

- IT and hosting service providers (e.g. <Hosting/IT>).
- Survey-/formulierenplatforms (bijv. <Surveyplatform>).
- Analytics and marketing tools (e.g., <Analytics tools>, <Marketing tools>), only with appropriate settings and consent where required.
- External consultants/processors (e.g. IT management, accountants), only under appropriate agreements.
- Temporary workers after signing processing agreement and Non-disclosure with **Act2Vision**.

We do not sell your data.

Where required, we enter into a processing agreement with parties that process personal data on our behalf.

6. Transfer outside the EEA (EU/EEA)

If we use service providers who process personal data outside the European Economic Area, we will ensure appropriate safeguards, such as Standard Contractual Clauses (SCCs) and additional security measures, in accordance with the GDPR.

7. How long do we keep personal data?

We do not store personal data longer than necessary. Indicatively, we use:

- Contact and lead data: **365 days** (unless deletion is requested earlier or a customer relationship is established).
- Survey/assessment results: **5 years** (e.g. for re-measurement and trend analysis, or as agreed).
- Project files (content): **5 years**.
- Invoices/financial administration: usually 7 years (legal retention obligation).
- Technical logs and security data: **5 years**.

You can always request earlier deletion, unless we are required by law to retain data.

8. Security

We take appropriate technical and organizational measures to secure personal data, including access management (need-to-know), strong authentication where possible, encrypted connections (TLS/HTTPS), backups and logging, and periodic updates.

If, despite measures, there is a data breach that is likely to pose a risk to data subjects, we will report this to the Dutch Data Protection Authority and, if necessary, to data subjects. Reports of a data breach to the [Dutch Data Protection Authority \(AP\) within 72 hours of discovery via their online portal](#).

9. Cookies and similar technologies

Our website uses:

- Essential cookies: Necessary for basic functionality.
- Preference cookies (optional): to remember settings.
- Statistical cookies (optional): to analyze the use of the website (<Analytics tools>).
- Marketing cookies (optional): to personalise content/advertisements (<Marketing tools>).

For non-essential cookies, we ask for prior consent via a cookie banner where required. You can always adjust your preferences via [Cookie Policy](#) or via your browser settings.

10. Your rights

You have the following rights:

- Access: know which data we process.
- Rectification: Have data corrected.
- Deletion: have data deleted (right to be forgotten).
- Restriction: Restrict processing.
- Data portability: Transfer data (where applicable).
- Objection: to processing on the basis of legitimate interest.
- Withdrawal of consent: when processing is based on consent.

You can submit a request via info@act2vision.nl. We will respond within one month at the latest. You also have the right to file a complaint with the Dutch Data Protection Authority.

11. Automated decision-making

We do not make decisions that have significant effects solely on the basis of automated processing. (If this is done, describe the logic involved, the importance and the expected consequences.)

12. Links to third parties

Our website may contain links to third-party websites. We are not responsible for their privacy policy. Read the privacy statement of those parties.

13. Changes

We may change this privacy statement. The most current version can be found on our website. Last update: February 2026.