

# Privacy Policy

**Last updated:** January 31' 2026

## 1. Introduction

This Privacy Policy (the “Policy”) explains how website **Haertel Automatisering** (the “Website”, “we”, “us”, “our”) collects, uses, stores, and protects personal data of users.

By using the Website, you acknowledge that you have read and understood this Policy and agree to its terms. If you do not agree, please discontinue use of the Website.

## 2. Scope and Legal Basis

We process personal data in accordance with applicable data protection laws, including but not limited to:

- EU General Data Protection Regulation (GDPR)
- United Kingdom GDPR (UK GDPR) & Data Protection Act 2018
- California Consumer Privacy Act & California Privacy Rights Act (CCPA / CPRA)
- Brazil's LGPD
- Canada's PIPEDA
- Other applicable international and national data protection regulations

## 3. Personal Data We Collect

### 3.1 Data Provided Voluntarily

Users may provide the following data via contact forms:

- First name and last name (required)
- Email address (required)
- Message content (required)
- Phone number (optional)

### 3.2 Data Collected Automatically

Automatically collected information may include:

- IP address (anonymized)
- Browser type and device type
- Operating system
- Browser language
- Date and time of visit
- Pages visited
- Referral source

These data are collected via cookies and similar technologies.

## 4. Cookies and Analytics

We use:

- Essential cookies for website operation
- Analytics cookies (Google Analytics) only after obtaining user consent

Google Consent Mode v2 is implemented, ensuring analytics cookies are activated only with consent.

## 5. Purpose of Data Processing

We process personal data for:

- Responding to contact form inquiries
- Communicating with users
- Improving Website usability and performance
- Analyzing Website traffic and usage
- Security and fraud prevention
- Compliance with legal obligations

## 6. Legal Grounds

Processing is based on:

- User consent
- Necessity to fulfill user requests

- Legitimate interests (analytics, security)
- Legal obligations

## 7. Third-Party Services

**EmailJS:** Messages sent via contact form are delivered using EmailJS, which acts only as a data processor.

**Data Sharing & Sale:** We do not sell or share personal data.

## 8. Links to Mobile Applications

Our Website may contain links to mobile applications in the Apple App Store or Google Play Store. When accessing these platforms, your use and personal data are governed by the respective platform's privacy policies. We are not responsible for the data processing practices of these third-party services.

## 9. International Data Transfers

Personal data may be processed on servers outside your country of residence. Reasonable safeguards are applied.

## 10. Data Retention

- Contact form data: retained only as long as necessary
- Analytics data: retained according to Google Analytics settings
- Users may request deletion at any time

## 11. User Rights

Depending on your jurisdiction, you have rights to:

- Access, correct, delete, restrict, object, or withdraw consent
- Opt-out of sale/sharing (CCPA)
- Not be discriminated against for exercising rights

## 12. Exercising Your Rights

Submit requests via **Email:** [rob@haertel.nl](mailto:rob@haertel.nl)

## 13. Data Security

Technical and organizational measures are applied to protect personal data. Internet transmission is not 100% secure.

## 14. Jurisdiction-Specific Notices

**UK GDPR:** UK users' data is processed under UK GDPR & Data Protection Act 2018. Complaints may be sent to the ICO.

**EEA GDPR:** Data is processed under GDPR.

**California:** California residents have rights under CCPA/CPRA; we do not sell or share personal data.

## 15. Changes

We may update this Policy. The current version is always available on the Website.

## 16. Contact

**Website name:** Haertel Automatisering

**Email:** rob@haertel.nl