

# Privacy Policy

Last updated: March 1, 2026

## 1. Introduction

This Privacy Policy (the "Policy") explains how the Haertel Automatisering website (the "Website", "we", "us") collects, uses, stores, and protects users' personal data.

By using the Website, you confirm that you have read and agree to this Policy. If you do not agree, we ask that you do not use the Website.

## 2. Scope and Legal Basis

We process personal data in accordance with applicable laws, including:

- GDPR
- UK GDPR & Data Protection Act 2018
- CCPA / CPRA
- LGPD (Brazil)
- PIPEDA (Canada)
- Other international and national regulations

## 3. Personal Data We Collect

### 3.1 Data Provided Voluntarily

Users may provide via contact forms:

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

### 3.2 Automatically Collected Data

Automatically collected data may include:

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

This data is collected via cookies and similar technologies.

## **4. Cookies and Analytics**

The Website uses:

- Essential cookies for functionality
- Analytics cookies (Google Analytics) only with user consent

Google Consent Mode v2 is implemented; analytics cookies only work with consent.

## **5. Purposes of Processing**

We process personal data to:

- Respond to contact form requests
- Communicate with users
- Improve the Website and user experience
- Analyze usage and statistics
- Security and abuse prevention
- Comply with legal obligations

## **6. Legal Basis**

Processing is based on:

- User consent

- Necessity for fulfilling requests
- Legitimate interests (analytics, security)
- Legal obligations

## **7. Third Parties**

EmailJS: Messages via contact form are sent through EmailJS as processor only.

Sale and sharing: 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 you use these platforms, your use and personal data are governed by the privacy policy of the respective service. We are not responsible for the data processing of these third parties.

## **9. International Data Transfers**

Data may be processed outside your country of residence with appropriate safeguards.

## **10. Retention Periods**

- Contact form data: stored only as long as necessary
- Analytics data: according to Google Analytics settings
- Users may request deletion

## **11. User Rights**

Depending on your jurisdiction, you have rights to:

- Access, correction, deletion, restriction, objection, withdrawal
- Opt-out of sale/sharing (CCPA)
- Not be discriminated against for exercising rights

## **12. Exercising Rights**

Requests via Email: [rob@haertel.nl](mailto:rob@haertel.nl)

## **13. Security**

Technical and organizational measures are in place to protect data. Internet transmission is not completely secure.

## **14. Jurisdiction-Specific Notices**

UK GDPR: UK user data is processed according to UK GDPR & Data Protection Act 2018. Complaints can be made to the ICO.

EEA: Data is processed according to GDPR.

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

## **15. Changes**

We may modify this Policy; current version always available on the Website.

## **16. Contact**

Website name: Haertel Automatisering

Email: rob@haertel.nl