

# THE BRANDSCAPE AGENCY

## Privacy Policy

### 1. Introduction

The Brandscape Agency ("we") values the protection of personal data and the privacy of customers, prospects and other data subjects. This Privacy Policy describes how we collect, use, store and protect personal data in accordance with applicable laws and regulations, including the General Data Protection Regulation (GDPR).

Our aim is to be transparent about our practices and to ensure that personal data is processed carefully and responsibly.

### 2. Processing of Personal Data

#### 2.1 Purposes

We process personal data solely for the following purposes:

- Executing contracts and assignments
- Preparing quotations and managing relationships with clients and prospects
- Marketing communication (only with explicit consent)
- Improving our services and customer experience
- Website functionality, including usage analytics and cookies
- Complying with legal obligations (administration, taxation, retention periods)

#### 2.2 Legal Basis

We process personal data on the following legal grounds:

- Performance of a contract
- Consent of the data subject (e.g. for marketing or cookies)
- Legal obligation
- Legitimate interest (such as client management, security, service delivery)

#### 2.3 Storage and Retention

Personal data is retained only as long as necessary for the purposes for which it was collected, or as required by law.

#### THE BRANDSCAPE AGENCY

IBAN NL94 RABO 0322881099  
KVK 77722329  
BTW NL861109181B01

All transactions are subject to the Terms & Conditions of The Brandscape Agency B.V. The most recent version is available on our website.

Weversbaan 19  
2352 BZ Leiderdorp  
+31 (0)71 - 744 00 48

hello@thebrandscapeagency.com  
www.thebrandscapeagency.com

Examples:

- Administrative data: in accordance with statutory retention periods
- Marketing and contact data: up to 3 years after the last interaction, or until consent is withdrawn
- Website data (cookies): in line with cookie settings

### 3. Systems and Storage Locations

We use carefully selected systems and platforms for the processing and storage of personal data. These systems are secured and only accessible to authorised employees.

Examples of systems:

- CRM and project management tools
- Financial administration
- Email and communication tools
- Website and analytics platforms
- Cloud storage (with access control and security)

Access to personal data is granted based on role and necessity. Access rights are reviewed and adjusted periodically.

### 4. Security Measures

We implement appropriate technical and organisational measures to protect personal data, including:

- Encryption of sensitive data
- Strong password policies and, where possible, multi-factor authentication
- Restricted access based on authorisation
- Regular reviews of access rights and security
- Internal awareness and information security procedures

### 5. Rights of Data Subjects

Under the GDPR, data subjects have the right to:

- Access their personal data
- Correct inaccurate data
- Request deletion of their data (where possible)
- Restrict processing

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- Object to processing (e.g. for marketing)
- Transfer their data to another party (data portability)

Requests can be submitted via: [hello@thebrandscapeagency.com](mailto:hello@thebrandscapeagency.com)

We will respond within 30 days.

## 6. Data Breaches

In the event of a suspected or actual data breach (unauthorised access, loss or disclosure of personal data), this is reported internally without delay.

We will assess the incident and, if required, notify the Dutch Data Protection Authority and/or inform affected individuals in accordance with the GDPR.

## 7. Changes to this Privacy Policy

We may update this Privacy Policy periodically to comply with legal requirements or internal changes. The most recent version is available on our website. In the event of significant changes, data subjects will be informed.

## 8. Processing of Client and Contact Data

We process personal data of clients, prospects and other external stakeholders solely for business purposes, including:

- Execution of contracts and assignments
- Client relationship management and communication
- Marketing communication and newsletters (only with explicit consent)
- Optimising services and customer experience
- Website functionality, including usage analytics and cookies

Personal data may include:

Name, email address, telephone number, company details, payment information, communication content, project information and website interactions.

**Legal basis:** performance of a contract, consent of the data subject or legitimate interest.

**Retention periods:**

- Administrative data: in accordance with legal obligations
- Marketing and contact data: up to 3 years after the last interaction or until consent is withdrawn

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## 9. Use of Client Projects and Visual Material

We use designs, photographs and documentation of client projects solely for our own promotional purposes (e.g. website, social media, proposals, presentations), and only with the client's prior written consent.

If projects contain personal data or identifiable images of individuals, we will also obtain prior consent from the client and the individuals involved.

We ensure transparency, care and compliance with the GDPR when using client information, visual material and intellectual property.

## 10. Email Communication and Marketing

We do not conduct unsolicited commercial email campaigns.

Email communication with clients takes place exclusively in the context of ongoing projects, quotations or business agreements.

If marketing or newsletters are introduced in the future, this will only take place on the basis of explicit opt-in consent and in full compliance with the GDPR. Unsubscribing will always be possible.

## 11. Choice and Consent

Data subjects can determine which communications they receive and may withdraw their consent at any time via an unsubscribe link or by contacting us.

Cookies are only placed with consent (except for strictly necessary functional cookies).

## 12. Transparency

Information about the processing of personal data is made available through our website, contracts, quotations and communication.

## 13. External Processors

We work exclusively with carefully selected processors who meet appropriate security and privacy requirements.

Data processing agreements are concluded with all processors in accordance with the GDPR.

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## 14. Complaints

Data subjects may contact us with questions or complaints at [hello@thebrandscapeagency.com](mailto:hello@thebrandscapeagency.com)  
If a complaint cannot be resolved satisfactorily, a complaint may be submitted to the Dutch Data Protection Authority.

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We strive to process personal data in a transparent, careful and GDPR-compliant manner.

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