

Privacy Statement

Veghel, The Netherlands, 17 September 2026

Privacy Statement

This privacy statement applies to the processing of personal data of external relations by CleverIR B.V., a global manufacturer and distributor of non-contact infrared temperature sensors.

Who We Are

CleverIR B.V. is a leading provider of infrared temperature sensors for industries worldwide. Our head office is located in Veghel, The Netherlands. More information about our company is available on our website www.cleverir.com

Scope of this Privacy Statement

This privacy statement outlines how CleverIR B.V. processes personal data in compliance with the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and other applicable privacy laws in the EU and the US.

Our Mission

As a global manufacturer and distributor, we support engineers and Original Equipment Manufacturers (OEMs) in optimizing their temperature monitoring systems by offering advanced infrared temperature sensors.

Contact Information

Head Office:

CleverIR B.V., Pastoor Cleecxstraat 26, 5465RH, Veghel, The Netherlands

Email: office@cleverir.com

For questions or complaints regarding data processing or to report a data breach: privacy@cleverir.com

Why We Process Your Personal Data (Purpose of Processing)

We process your personal data for the following purposes:

1. To communicate with you regarding our products and services.
2. To respond to your inquiries.
3. To send you newsletters or marketing information (with your consent).
4. To assess potential business relationships.
5. To fulfill contractual obligations and manage transactions.
6. To maintain our internal records, including for accounting and compliance purposes.

7. To generate reports for internal use, such as business analysis.
8. To evaluate and improve our services.
9. To handle customer service inquiries and manage complaints.
10. To comply with legal requirements, including regulations in the EU and US.
11. To manage job applications and recruitment processes.
12. To fulfill government-mandated reporting and processing requirements for subsidies or other programs.
13. To conduct market research or customer satisfaction surveys.

Legal Grounds for Processing (EU & US Compliance)

We process your data under the following legal grounds:

- (a) Your consent (e.g., for marketing emails).
- (b) Contractual necessity (e.g., to fulfill contracts or pre-contractual arrangements).
- (c) Legal obligations (e.g., tax or regulatory requirements).
- (d) Legitimate business interests (e.g., improving our products and services).
- (e) Public interest or government mandates (e.g., compliance with public programs).

Data Categories We Process

We may process the following types of personal data:

- Identifying information (e.g., name, job title).
- Contact details (e.g., email, phone number, business address).
- Financial information (e.g., payment details).
- Information regarding your interests and preferences (e.g., for marketing purposes).
- Website usage data (e.g., cookies, IP address).

How We Collect Your Data

We obtain personal data from the following sources:

1. Directly from you, for example when you fill out a contact form or place an order.
2. From publicly available sources, such as trade directories, LinkedIn, and company databases.
3. From third-party service providers such as analytics or marketing platforms.

Retention Periods

We retain personal data only as long as necessary to fulfill the purposes for which it was collected or to comply with legal obligations.

Some specific retention periods include:

- Tax records: 5-7 years (in accordance with EU/US tax regulations).
- Financial records: 7 years (accounting standards).
- Customer interaction data: Retained as long as needed for business relations or as required by law.
- Recruitment data: 4 weeks after a job application unless the applicant provides consent to keep the data for up to 1 year.

Sharing Your Data

We only share your data when necessary for the following purposes:

1. Within our company group: To carry out global business operations.
2. With business partners: For services such as marketing, website hosting, and technical support, under strict data protection agreements.
3. With regulators and legal entities: In case of a legal obligation.
4. Service providers: Such as cloud storage or IT services, under data processing agreements.

Your Rights (EU & US Residents) For EU Residents (GDPR)

- Right to Access: You have the right to request access to the personal data we process about you.
- Right to Rectification: You can request correction of incorrect or outdated personal data.
- Right to Erasure ("Right to be Forgotten"): You may request that we delete your personal data, subject to legal obligations.
- Right to Object: You can object to our processing of your personal data for specific purposes, such as direct marketing.
- Right to Data Portability: You have the right to receive a copy of your personal data in a structured, machine-readable format.

For US Residents (CCPA)

- Right to Know: You have the right to request information about what personal data we collect and why.
- Right to Delete: You may request that we delete your personal data, subject to legal exceptions.
- Right to Opt-Out of Sale: CleverIR B.V. does not sell personal data.
- Right to Non-Discrimination: You will not be discriminated against for exercising any of your privacy rights under CCPA.

Data Security

We implement appropriate technical and organizational security measures to protect your data from unauthorized access, alteration, disclosure, or destruction. This includes encryption, access controls, and secure storage.

Cookies

We use cookies on our website to improve your user experience and through Cookiebot we are compliant with the latest legislation. For details on how we use cookies and how you can manage your preferences, please visit www.cookiebot.com

Automated Decision-Making

We do not use automated decision-making processes that have a significant impact on individuals.

Changes to Our Privacy Statement

CleverIR B.V. may update this privacy statement to reflect changes in our data practices. We encourage you to review this page periodically for the latest information.