

PRIVACY STATEMENT RED PANDA WORKS

Version v4 – July 2025

Red Panda Growth Hacking B.V., operating under the name Red Panda Works (hereinafter: “Red Panda” or “we”), respects the privacy of its customers, users and visitors of the website. In this privacy statement, we inform you about the way we collect, use, process and secure personal data, including the use of AI applications. This statement has been drafted in accordance with the General Data Protection Regulation (GDPR).

Article 1 – Contact details

Red Panda Growth Hacking B.V.

Johan Huizingalaan 763A Amsterdam

Chamber of Commerce number: 75906988

Email: info@redpanda.works

Website: www.redpanda.works

Article 2 – Scope

This statement applies to:

- Visitors of our website;
- Customers and contacts;
- Users of our services, including AI tools and content optimization;
- Recipients of newsletters and commercial communication.

Article 3 – Collection of personal data

We only process personal data necessary for:

- Providing our services;
- Maintaining customer relationships;

- Administrative obligations;
- Marketing and sales activities;
- Analysis, optimization and automation of communication and processes;
- Use of AI applications and digital assistance.

The personal data may include, among others:

- Name, address, email address, phone number;
- Company information;
- IP address, browser information, device ID;
- Content input you provide yourself via forms, emails or AI prompts.

Article 4 – Legal bases of processing

We process personal data exclusively on the basis of:

- Your consent;
- The performance of a contract;
- Compliance with a legal obligation;
- Our legitimate interest in commercial operations, optimization and innovation.

Article 5 – Use of AI and automated processing

Red Panda uses modern technologies such as artificial intelligence (AI) and automation tools to support internal processes, communication, analysis and service delivery. In this context:

- We do not process personal data via AI without a legitimate basis;
- The AI tools we use are carefully selected and comply with contractual and security requirements;
- Your data is not used for automated decision-making with legal consequences without human involvement;

- Data processed through AI tools (such as in prompts or dashboards) is limited to what is necessary and, where possible, anonymized or pseudonymized;
- You always have the right to object to the processing of your personal data using AI.

Article 6 – Security

We take appropriate technical and organizational measures to protect your personal data against loss, unauthorized access, misuse or any form of unlawful processing. Measures include:

- Encrypted storage and transfer;
- Access restrictions and logging;
- Contracts with processors;
- Internal awareness and training.

Article 7 – Cookies

Upon your first visit to our website, we inform you about the use of cookies. We use:

- Functional cookies;
- Anonymized analytical cookies (e.g. Google Analytics);
- Non-anonymized analytical cookies and tracking cookies (such as Meta/Facebook and Google Ads) only with your consent.

You can adjust your cookie preferences at any time.

Article 8 – Retention period

We do not retain your personal data longer than necessary for the purpose of processing or as long as required by law. For marketing purposes, data is kept for a maximum of 5 years after the last contact.

Article 9 – Sharing of personal data

Your data is only shared with:

- Internal staff and processors under a data processing agreement;
- External service providers supporting us (hosting, mailing, AI tools, freelancers commissioned by Red Panda);
- Authorities if we are legally required to do so.

We never sell or rent your data to third parties.

Article 10 – Rights of data subjects

You have the right to:

- Access your personal data;
- Rectify and erase your data;
- Restrict processing;
- Object to processing (including AI);
- Data portability;
- Withdraw consent;
- File a complaint with the Data Protection Authority.

You can submit your request to info@redpanda.works stating your name and contact details. We will respond within 30 days.

Article 11 – Processors and transfers outside the EU

Some of our processors are located outside the EU, for example in the US. We ensure that transfers only take place if appropriate safeguards are in place, such as model contracts or binding corporate rules.

Article 12 – Changes

We reserve the right to unilaterally amend this privacy statement. The most recent version is always available at www.redpanda.works. In case of significant changes, we will notify you via email or our website.

Article 13 – Contact and complaints

Do you have questions, requests or complaints? Please contact us at:

Red Panda Works

Email: info@redpanda.works

Website: www.redpanda.works

This statement was last updated on 15 July 2025.