

PRIVACY STATEMENT RED PANDA WORKS

Version 7, October 2026. Last updated 1 November 2026.

Red Panda Works respects your privacy. This statement explains which personal data we process, where it comes from, why we process it, how long we keep it and which rights you have. It is drafted in accordance with the General Data Protection Regulation (GDPR).

Article 1. Who we are

- 1.1 Red Panda Growth Hacking B.V., trading as Red Panda Works ("RPW" or "we"), is the controller for the processing of personal data described in this statement.
- 1.2 Contact details:
 - a. Red Panda Growth Hacking B.V., Johan Huizingalaan 763A, Amsterdam
 - b. Chamber of Commerce number 75906988
 - c. Email: info@redpanda.works
 - d. Website: www.redpanda.works

Article 2. Scope

- 2.1 This statement applies to the personal data of:
 - a. visitors of our websites;
 - b. clients and their contact persons;
 - c. prospects and other business contacts;
 - d. participants in our webinars, events and podcasts;
 - e. recipients of our newsletters and other commercial communication;
 - f. applicants;
 - g. suppliers and partners.
- 2.2 When we process personal data on behalf of our clients, for example in their CRM, campaigns or outreach, the client is the controller and we act as processor under a data processing agreement. In that case the privacy statement of our client applies.

Article 3. Which personal data we process and where it comes from

- 3.1 We process the following categories of personal data:
 - a. **Data you provide yourself**, such as your name, job title, company, email address and phone number, and information you share via forms, emails, meetings or AI prompts.
 - b. **Business data from public and professional sources**, such as LinkedIn profiles, company websites, the Chamber of Commerce register and data enrichment providers. We use this data to identify relevant business contacts.

- c. **Website and online behaviour data**, such as IP address, browser and device information, pages visited, interaction with our emails and advertisements, and identification of visiting companies at company level.
 - d. **Communication and meeting data**, such as emails and, with prior notice, recordings and transcripts of online meetings.
 - e. **Recruitment data**, such as your CV, motivation and notes from interviews.
 - f. **Administrative data**, such as billing details and contract information.
- 3.2 We do not intentionally process special categories of personal data. Please do not share such data with us unless necessary.

Article 4. Purposes and legal bases

- 4.1 We process personal data only for specified purposes and on a legal basis:
- a. **Providing our services and performing agreements**, on the basis of the performance of a contract.
 - b. **Administration, invoicing and tax obligations**, on the basis of a legal obligation.
 - c. **B2B marketing and outreach to business contacts**, on the basis of our legitimate interest in developing our business. Newsletters to people who are not existing contacts are sent only with consent.
 - d. **Website analytics and the improvement of our services**, on the basis of consent for non-essential cookies and our legitimate interest for functional and privacy-friendly analytics.
 - e. **Webinars, events and podcasts**, on the basis of the performance of a contract or consent.
 - f. **Recording and transcribing meetings**, on the basis of our legitimate interest in accurate reporting, always with prior notice. You can object at any time, in which case we do not record.
 - g. **Recruitment**, on the basis of our legitimate interest in assessing applicants, and with consent if we keep your data for future vacancies.
 - h. **Security and the prevention of misuse**, on the basis of our legitimate interest.
- 4.2 Where we rely on our legitimate interest, we have weighed that interest against your privacy. You always have the right to object, and every commercial message contains a simple way to unsubscribe. We keep a suppression list to ensure that we do not contact you again after you object.

Article 5. Use of AI and automated processing

- 5.1 We use artificial intelligence (AI) and automation tools to support our internal processes, communication, analysis and service delivery.
- 5.2 We select these tools carefully and conclude the required contracts with their suppliers. Where available, we use business versions under terms that exclude the use of input for training their models.
- 5.3 We limit the personal data processed in AI tools to what is necessary and anonymise or pseudonymise it where possible.
- 5.4 We use lead scoring to prioritise business contacts and companies based on their relevance and interaction with our content. This is a form of profiling. It never leads to decisions with legal or similarly significant effects without human involvement, and you can object to it at any time.

Article 6. Cookies and similar technologies

- 6.1 On your first visit to our website we ask for your cookie preferences. We use:
- a. functional cookies, which are necessary for the website to work;
 - b. analytical cookies, such as Google Analytics, configured to be as privacy-friendly as possible;
 - c. marketing and tracking technologies, such as the LinkedIn Insight Tag, Google Ads and Meta pixels, only with your consent;
 - d. tools that identify visiting companies at company level, only with your consent.
- 6.2 You can change your cookie preferences at any time via the cookie settings on our website.

Article 7. Sharing personal data

- 7.1 We only share personal data with:
- a. processors that support us, such as providers of hosting, CRM, email, analytics, outreach and AI tools, under a data processing agreement;
 - b. freelancers engaged by us, under a confidentiality obligation and, where required, a data processing agreement;
 - c. our clients, insofar as necessary for the performance of an assignment;
 - d. authorities, if we are legally required to do so.
- 7.2 We never sell or rent personal data to third parties.

Article 8. Transfers outside the EEA

Some of our processors are located outside the European Economic Area, for example in the United States. We only transfer personal data if an adequate level of protection is ensured, for example on the basis of an adequacy decision of the European Commission, such as the EU-US Data Privacy Framework, or the standard contractual clauses of the European Commission.

Article 9. Retention periods

We do not keep personal data longer than necessary for the purpose for which it was collected, or than required by law:

- a. **Client and contract data:** for the duration of the agreement and up to two years thereafter;
- b. **Administrative and tax data:** seven years, in accordance with the statutory retention obligation;
- c. **Prospect and business contact data:** up to two years after the last meaningful interaction;
- d. **Newsletter subscriptions:** until you unsubscribe;
- e. **Meeting recordings and transcripts:** as long as necessary for the assignment or meeting concerned, and no longer than the duration of the agreement plus two years;
- f. **Applicant data:** four weeks after the end of the application procedure, or one year with your consent;
- g. **Suppression list:** only the data necessary to respect your objection, for as long as needed.

Article 10. Security

- 10.1 We take appropriate technical and organisational measures to protect personal data against loss, unauthorised access, misuse and any other form of unlawful processing, including:
- a. encrypted storage and transfer;

- b. multi-factor authentication and access based on the principle of least privilege;
- c. logging of access;
- d. data processing agreements with processors;
- e. internal awareness and training.

10.2 If a data breach occurs that poses a risk to your rights, we report it to the Dutch Data Protection Authority and, where required, inform you.

Article 11. Your rights

11.1 You have the right to:

- a. access your personal data;
- b. have your personal data rectified or erased;
- c. restrict the processing;
- d. object to the processing, including direct marketing, profiling and processing in AI tools;
- e. data portability;
- f. withdraw your consent at any time, without affecting the lawfulness of the processing before the withdrawal.

11.2 You can submit a request to info@redpanda.works, stating your name and contact details. We may ask you to verify your identity. We respond within one month. If a request is complex, we may extend this period by two months, in which case we will inform you.

11.3 You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) via www.autoriteitpersoonsgegevens.nl.

Article 12. Changes

12.1 We may amend this privacy statement. The most recent version is always available at www.redpanda.works. In case of significant changes, we will inform you by email or via our website.

12.2 This statement was last updated on 1 November 2026.

Article 13. Contact and complaints

For questions, requests or complaints about the processing of your personal data, please contact us at info@redpanda.works.

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