

VIAMANTA – Privacy Notice

Last update: March 2026

VIAMANTA B.V. (“**VIAMANTA**” or “**we**”) is committed to safeguarding the privacy of visitors (“**you**” or “**user**”) to its website www.viamanta.com (the “**Site**”). In this context, VIAMANTA acts as the so-called controller, responsible for the processing on the Site of your personal data (i.e. any information about you which VIAMANTA collects from you or obtains from third parties).

This notice (the “**Privacy Notice**”) sets out the terms on which VIAMANTA processes your personal data. The Privacy Notice consists of this main section and an appendix attached thereto, setting out local additions or deviations under applicable laws (if any). Both sections read together will provide you with a complete picture of how we process your personal data in your jurisdiction.

1 The personal data VIAMANTA collects

You are not required to provide any personal data on the public areas of the Site. However, you may choose to do so by completing the contact forms on various sections of the Site, e.g. when you request a demo or send us a request. We may also collect certain data about you indirectly, e.g. through our use of cookies on the Site (see below).

2 How VIAMANTA uses this personal data

VIAMANTA will only use the personal data you provide on the relevant sections of the Site in order to process it for specified, explicit and legitimate purposes.

The table below indicates per purpose the categories of personal data we collect and process about you, the source from which we obtain such personal data, on what legal basis we rely to justify the processing and how long we retain your personal data.

Purpose	Categories of personal data	Source	Lawful basis for processing	Retention period
Processing the “contact” form and answering your request	<ul style="list-style-type: none">Professional contact details (name, company, email address, phone number)Content of the request	Webform (filled in by you)	Legitimate interest to answer requests from contact persons (Art. 6(1)(f) GDPR)	1 year
Setup of a demo (incl. the provision of the demo and following up on demos)	<ul style="list-style-type: none">Professional contact details (name, company, email address, phone number)Request for a demo and	Webform (filled in by you) / related email exchange	Legitimate interest to setup demos for prospects and follow up on demos (Art. 6(1)(f) GDPR)	1 year

Purpose	Categories of personal data	Source	Lawful basis for processing	Retention period
	<ul style="list-style-type: none"> related communications • Electronic identifiers (e.g. IP address (a number assigned to your device which allows it to communicate over the Internet), connection details, device information) 			
Including you in our direct marketing communications	<ul style="list-style-type: none"> • Professional contact details (name, company, email address, phone number) 	Webform (filled in by you)	Your consent as a prospect to receive direct marketing communications from us (Art. 6(1)(a) GDPR) / Legitimate interest to include your contact details in our CRM software to follow up on our prospects (Art. 6(1)(f) GDPR)	1 year
Site monitoring (identification of organisations visiting the Site, compiling statistical data on the use of the Site and tracking how users navigate through	<ul style="list-style-type: none"> • Electronic identifiers (e.g. IP address, connection details, device information) • Tracking data obtained from cookies 	Collection of data from your device upon connection to the Site and from cookies	Legitimate interest to monitor activity on our Site, generate statistics and improve the Site on that basis (Art. 6(1)(f) GDPR)	1 year

Purpose	Categories of personal data	Source	Lawful basis for processing	Retention period
the Site to evaluate and improve the Site)	<ul style="list-style-type: none"> • Date, time and duration of your visit 			
Ensuring safety and security of the Site	<ul style="list-style-type: none"> • Electronic identifiers (e.g. IP address, connection details, device information) • Date, time and duration of your visit • Tracking data obtained from cookies 	Collection of data from your device upon connection to the Site and from cookies	Legitimate interest to process your data to detect, react to and prevent activities threatening the accessibility, integrity and security of the Site (Art. 6(1)(f) GDPR)	1 year
Protecting our legitimate business interest and legal rights by enforcing our contracts and other legal rights, safeguarding intellectual property, managing business operations and preventing misuse or misconduct	<ul style="list-style-type: none"> • Professional contact details • Electronic identifiers • Date, time and duration of your visit • Email exchanges 	Webform (filled in by you) and Cookies	Legitimate interest to enforce our contractual terms and legal rights (including intellectual property rights) in a court of law or before any other regulatory body, plan our business activities and allocate the appropriate resources, and take action against misuse and misconduct affecting our Site (Art. 6(1)(f) GDPR)	1 year

VIAMANTA will only disclose your personal data to our service providers operating the Site (located in Germany), managing the Site's CRM (located in Germany) and enabling the setup of demo sessions via a communication platform (located in the EU) on our behalf and upon our instructions. We will not disclose your personal data to any other third party, except where you have given your consent or where VIAMANTA is required to do so by law or where it is necessary for the purpose of, or in connection with legal proceedings or in order to exercise or defend VIAMANTA's legal rights.

We will only process your personal data for the period indicated above, unless we are subject to a legal requirement to retain such personal data for a longer period. After this retention period, which is generally seven (7) years, we will either delete or anonymise your data.

If this is not immediately possible in cases of non-automated processing (for example, because your personal data has been stored in physical back-up systems), we will securely store your personal data and isolate it from any further processing until deletion is possible.

3 Cookies

Some of your personal data may be collected using cookies and similar tracking technology, as further explained in our [Cookie Policy](#).

4 Security

VIAMANTA uses up-to-date data storage and security measures to protect your personal data from unauthorised access, improper use or disclosure, unauthorised modification or unlawful destruction or accidental loss. All VIAMANTA's employees and any third parties it engages to process your personal data are obliged to respect the confidentiality of your data.

5 Your rights

As an individual, the data protection law gives you rights which you can exercise in relation to your personal data under certain circumstances. These are the rights to:

- request access to your personal data, request certain information in relation to its processing, and obtain a copy of the personal data undergoing processing (Art. 15 GDPR);
- request the rectification of your inaccurate and the completion of your incomplete personal data (Art. 16 GDPR);
- request the erasure of your personal data (Art. 17 GDPR);
- request the restriction of the processing of your personal data (Art. 18 GDPR);
- withdraw your consent to the processing of your personal data at any time, your withdrawal not affecting the lawfulness of processing based on your consent before its withdrawal; and
- request the portability of your personal data (i.e. its transfer to you or a third party, Art. 20 GDPR).

- **You have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data which is based on our**

legitimate interests (Article 6(1)(f) GDPR), including profiling, based on this provision.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights, and freedoms, or unless the processing is necessary for the establishment, exercise, or defence of legal claims.

- **Where we process personal data for direct marketing purpose, you have the right to object at any time to processing of your personal data for such marketing, which includes profiling to the extent that is related to such direct marketing.**

Please note that you have the option to exercise your right to object or withdraw your consent (opt out) of receiving any further marketing materials by contacting us via the email address below, responding to any direct marketing email by writing “unsubscribe” in the subject line or by clicking on the “unsubscribe” link found at the bottom of our emails and newsletters.

If you want to exercise any of these rights, please contact us at DPO@viamanta.com.

You also have the right to file a complaint about our collection and use of your personal data with a data protection authority, in particular in the EU Member State of your habitual residence, place of work or place of the alleged infringement of the GDPR by us.

6 Contact information

The processing of personal data in the framework of this Site is done under the authority of the controller, VIAMANTA B.V., registered with the trade register of the Dutch Chamber of Commerce (*Kamer van Koophandel*) under number 94922896 and having its official seat in Amsterdam and its office address at De Entree 33, 1101 BH Amsterdam, the Netherlands, +31 6 2524 6457, or info@viamanta.com.

VIAMANTA has a Data Protection Officer (DPO), Mr. Curt Fall, who can be contacted by email at DPO@viamanta.com or at the above postal address.

All email messages sent to and from VIAMANTA may be monitored to ensure compliance with internal policies and to protect VIAMANTA's interests.

7 Change to this privacy notice

This Privacy Notice is effective as of the date above. The Privacy Notice may be amended from time to time, so please check it regularly. Any material changes to this Privacy Notice will be clearly indicated on the Site's home page.

Appendix – Country-specific elements

This appendix forms an integral part of the Privacy Notice and supplements it with any additional elements required under local law in the relevant jurisdiction. Where this appendix addresses a topic also covered in the main body of the Privacy Notice, the provisions of this appendix shall prevail for users in the relevant jurisdiction.

The main body and the applicable sections of this appendix should be read together to provide you with a complete picture of how we process your personal data.

1 Germany

The Privacy Notice states that if deletion of your personal data is not immediately possible in cases of non-automated processing (for example, because your personal data has been stored in physical back-up systems), we will securely store your personal data and isolate it from any further processing until deletion is possible.

This will apply where your interest in deletion is to be regarded as minimal within the meaning of section 35(1) of the German Federal Data Protection Act (BDSG).

2 Poland

The Privacy Notice states that you also have the right to file a complaint about our collection and use of your personal data with a data protection authority, in particular in the EU Member State of your habitual residence, place of work or place of the alleged infringement of the GDPR by us.

For Polish users, the relevant data protection authority is *Prezes Urzędu Ochrony Danych Osobowych*.