



# Privacy Statement

**Optimeister B.V.**

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Optimeister B.V.  
Kerkenbos 1053 N  
6546 BB Nijmegen  
The Netherlands  
KvK: 88285219  
Tel: 024 202 21 41



# Privacy Statement

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## 1. Who we are

This privacy statement explains how Optimeister B.V. collects, uses, and protects your personal data when you visit our website, contact us, apply for a position, or engage us for our services. Optimeister is the data controller for the processing activities described in this statement.

- Company name: Optimeister B.V.
- Street and number: Kerkenbos 1053 N
- Postal code and city: 6546 BB Nijmegen
- Country: Netherlands
- Phone number: 024 202 21 41
- Chamber of Commerce number: 88285219

## 2. What personal data we collect

### Website visitors

When you visit optimeister.com, we may collect the following data:

- **Usage data:** IP address, browser type, pages visited, and session duration. Collected via Google Analytics after you give consent through our cookie banner.
- **Company identification data:** company name and address derived from your IP address via Leadinfo. This identifies the organization visiting our website, not individual persons. IP addresses are not stored after identification.

### Contact and business relationships

When you reach out to us or become a client, we may collect:

- **Contact details:** name, email address, phone number, company name, and job title. Collected when you submit our contact form, book a meeting via Calendly, or correspond with us directly.
- **Business information:** company name, address, Chamber of Commerce number, and other publicly available business data. Collected from public registers such as the Dutch Chamber of Commerce (KvK) and from information you provide.
- **Communication data:** content of emails, messages, and other correspondence related to our services.
- **Financial data:** invoicing details and payment records necessary for our administration.

### Job applicants

When you apply for a position at Optimeister, we collect:

- **Application data:** name, email address, CV, and cover letter. Collected via our application form (hosted by Typeform).



### 3. Purposes and legal bases

Purpose	Data involved	Legal basis
Delivering our services and managing client relationships	Contact details, business information, communication data	Performance of a contract (Art. 6(1)(b) GDPR)
Responding to inquiries and meeting requests	Contact details	Pre-contractual steps (Art. 6(1)(b) GDPR)
Website analytics	Usage data	Your consent via our cookie banner (Art. 6(1)(a) GDPR)
B2B lead identification via Leadinfo	Company identification data (company-level only)	Legitimate interest (Art. 6(1)(f) GDPR)
Administration and invoicing	Contact details, financial data	Legal obligation (Art. 6(1)(c) GDPR) and performance of a contract (Art. 6(1)(b) GDPR)
Client references and marketing	Company name and logo	Legitimate interest (Art. 6(1)(f) GDPR). You may object at any time.
Recruitment	Application data	Pre-contractual steps (Art. 6(1)(b) GDPR) and your consent (Art. 6(1)(a) GDPR)

We do not use automated decision-making or profiling that produces legal effects concerning you.

### 4. Cookies and tracking

Our website uses cookies and similar technologies. We use a cookie consent tool that allows you to manage your preferences.

Strictly necessary cookies: required for the website to function. These do not require consent.

Analytics cookies (Google Analytics): used to collect anonymized usage statistics. Only placed after you give consent via our cookie banner.

Leadinfo tracking code: identifies companies visiting our website based on IP addresses. This technology does not use third-party cookies and does not track individual users. The first-party cookies placed by Leadinfo are used solely to display website usage analytics to us and are not shared with third parties.

You can adjust your cookie preferences at any time through the cookie banner on our website.



## 5. Third-party services

The following third-party services process personal data on our behalf in the context of our own business operations (controller activities):

Service	Purpose	Location
Google Workspace (Gmail, Drive)	Email and file storage	United States
Webflow	Website hosting	United States
Google Analytics	Website analytics	United States
Leadinfo	B2B website visitor identification	The Netherlands
Calendly	Meeting scheduling	United States
Typeform	Job application forms and contact forms	European Union (Spain)
Recruitment	Application data	Pre-contractual steps (Art. 6(1)(b) GDPR) and your consent (Art. 6(1)(a) GDPR)

For client project work where we act as a data processor, we maintain a separate sub-processor register. See Section 9 for details.

We will not share your personal data with third parties for their own commercial purposes without your explicit consent.

## 6. International data transfers

Several of our service providers are based outside the European Economic Area (EEA), primarily in the United States and Canada. We ensure that appropriate safeguards are in place for these transfers, including:

- EU-US Data Privacy Framework certification of the receiving party, where applicable
- Standard Contractual Clauses (SCCs) approved by the European Commission
- Adequacy decisions where available (e.g., Canada)

You may contact us to request information about the specific safeguards applied to any transfer



## 7. How long we keep your data

Data category	Retention period
Client project data	Up to 7 years after the end of the agreement (Dutch fiscal requirements)
Contact form submissions	Up to 2 years after last contact, unless a contractual relationship is established
Invoicing and financial records	7 years (Dutch tax law)
Website analytics data	26 months (Google Analytics default retention)
Leadinfo company visit data	Up to 12 months in our own systems
Job applications	Up to 4 weeks after the position is filled, or up to 1 year with your consent

## 8. Security

We take appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, or misuse. These include:

- Encryption of data in transit (TLS/SSL) and at rest where applicable
- Access controls limiting data access to authorized personnel only
- Enterprise-grade password management (1Password) with two-factor authentication
- Two-factor authentication on all critical business systems
- Regular review of access rights when team members join or leave

## 9. When we act as a data processor

When we build and manage operational systems for our clients, we may process personal data on your behalf. In that case, you are the data controller and we are the data processor. Our responsibilities as a processor are described in Chapter 2 of our General Terms & Conditions, which serves as the data processing agreement between us.

We maintain a separate sub-processor register listing the third-party services that may process client data through Optimeister-owned environments. This register is available on request by emailing [hello@optimeister.com](mailto:hello@optimeister.com) and is shared proactively during client onboarding.

In many cases, we implement solutions directly in the client's own tool environments (e.g., their own Airtable or Make accounts). In those cases, the client has a direct relationship with the platform provider and Optimeister is not a sub-processor for that platform.



## 10. Your rights

Under the GDPR, you have the following rights:

- Access: request a copy of the personal data we hold about you.
- Rectification: request correction of inaccurate or incomplete data.
- Erasure: request deletion of your data, subject to legal retention obligations.
- Restriction: request that we limit the processing of your data in certain circumstances.
- Data portability: receive your data in a commonly used, machine-readable format.
- Object: object to processing based on legitimate interest, including the use of Leadinfo.
- Withdraw consent: where processing is based on consent (e.g., analytics cookies), you may withdraw consent at any time without affecting the lawfulness of prior processing.

To exercise any of these rights, email us at [hello@optimeister.com](mailto:hello@optimeister.com). We will respond within 4 weeks. We may ask you to verify your identity before processing your request.

## 11. Complaints

If you believe we are not handling your personal data in accordance with applicable privacy laws, please contact us first at [hello@optimeister.com](mailto:hello@optimeister.com). We will do our best to resolve your concern.

You also have the right to file a complaint with the Dutch Data Protection Authority:

Autoriteit Persoonsgegevens Website:

[www.autoriteitpersoonsgegevens.nl](http://www.autoriteitpersoonsgegevens.nl)

Phone: 088 1805 250

## 12. Changes to this statement

We may update this privacy statement to reflect changes in our practices or legal requirements. The most recent version will always be available on our website. If changes are significant, we will notify you where possible.