



The Micro Marketing Agency

PRIVACY- VERKLARING

01-01-2026

This Privacy Statement explains how SkyBox B.V., the initiator of Win Win, operating under the trade name THE WINWIN AGENCY and registered with the Dutch Chamber of Commerce (KvK) under number 86015958, with its registered office at Cruquiusweg 89A, 1019 AG Amsterdam (the Netherlands) (“Win Win”, “we”, “us”), collects, uses and protects any personal data you provide to us. This Privacy Statement is provided in accordance with the EU General Data Protection Regulation (GDPR).

We are committed to protecting your privacy. That’s why we aim to be as transparent as possible about how we handle personal data, and we do so through this privacy statement. It explains who we process personal data for, what we process, and why we collect and store it. You can also read about the legal basis for processing, with whom we may share data, and how we secure it. Finally, we explain your rights regarding your personal data.

If we ask you to provide certain information by which you can be identified, you can be sure it will only be used in accordance with this privacy statement.

This privacy statement is effective from 01-01-2026. The most recent version is always available on our website. We therefore recommend checking our website regularly for the latest version and reviewing the privacy statement.

DATA PROCESSING

Win Win limits the processing of personal data to an absolute minimum. However, we will always need certain personal data to deliver the products and services we provide. For example, when you contact us, request information, or sign up via our website (e.g., client sign-up or creator/influencer sign-up), we may process certain personal data so we can respond and/or deliver our services correctly.

The data we may process when you contact us or sign up as a client:

- First name
- Last name
- Company name
- Job title/role (optional)
- Email address
- Phone number (optional)

Processing of this personal data is based on our legitimate interest in responding to enquiries and running our business, and/or the necessity to take steps at your request prior to entering into a contract and to perform a contract where applicable.

The data we may process when you sign up as a creator/influencer (where relevant to our services):

- First name
- Last name
- Email address
- Phone number (optional)
- Social media handle(s) / profile link(s)
- City/country (optional)

Processing of this personal data is based on our legitimate interest in operating our services, taking steps prior to entering into an agreement, and/or performing a contract where applicable.

There are other situations where we may need your personal data, for example, when you subscribe to our email communications, attend an event or activity we organise, or apply for a job.

The data we process for sending email communications:

- Email address
- First name (optional)

Processing of this personal data is based on your consent, which you can withdraw at any time by emailing us at korak@thewinwinagency.com or by using the unsubscribe option (if included) in the email.

In addition, we collect certain data when you use our website and/or social media channels, such as your IP address and the browser you use. This data is used to analyse how our website performs and may also be used for marketing and optimisation purposes (e.g., analytics).



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The data we process when you visit our website:

- Cookie data

We process cookie data on the basis of our legitimate interest in providing you with a functioning website, or with your consent where required. You can accept or refuse cookies through your browser settings and (where applicable) via our cookie preferences.

Your personal data is handled with the utmost care. In principle, we do not provide personal data to third parties unless this is necessary for the relevant service or required by law.

SHARING DATA WITH THIRD PARTIES

We share your data with third parties when this is necessary to deliver our services. These may include cloud providers (such as Google) and other service providers that apply appropriate security measures to protect your data. You can request a list of recipients by emailing win@thewinwinagency.com.

DATA SECURITY

We do our utmost to ensure that personal data is secured as effectively as possible:

Secure configuration of machines used to access, use, view, share, edit, delete or otherwise process personal data for which we are responsible.

Secure configuration of the network used to access, use, view, share, edit, delete or otherwise process personal data for which we are responsible.

Secure configuration of cloud applications used to access, use, view, share, edit, delete or otherwise process personal data for which we are responsible.

Where possible, we process data within the European Union. Where international data transfers occur, we ensure appropriate safeguards are in place (such as EU Standard Contractual Clauses where applicable). You can request further information by emailing korak@thewinwinagency.com.

We maintain GDPR-aligned policies, conduct periodic privacy and security assessments, and maintain information security policies.

We assess our (sub-)processors for GDPR compliance and data security, and their security meets at least the requirements set out in our data processing agreements.

All staff are trained in secure data handling at least once per year.

Data security is a standard part of staff employment agreements.



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Personal data is retained for the shortest possible period, taking into account statutory retention periods.

The individual who provides personal data to us is and remains the owner of that data. This means the data subject has provided the required permission for the processing of personal data. It also means the data subject can withdraw permission (where processing is based on consent) and can request access, rectification, restriction, objection, portability, or deletion of their personal data by emailing us at win@thewinwinagency.com.

If you believe we are processing your personal data unlawfully, you also have the right to lodge a complaint with your local supervisory authority.