

COOKIE & PRIVACY POLICY.

Last updated: August 2026

This Cookie & Privacy Policy explains how **standpunt.** collects, uses, stores and protects personal data and how cookies and similar technologies are used when you visit our website.

This policy is intended for clients, prospective clients, collaborators, suppliers, partners and other professional contacts worldwide.

standpunt. operates as an independent architectural visualisation studio, providing **architectural visualisation services**, including exterior visualisation, interior visualisation, product visualisation, architectural animation, 360° imagery and related creative services.

This policy is governed by applicable data protection and privacy legislation, including **Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (General Data Protection Regulation or GDPR)**, the applicable Belgian legislation implementing or supplementing the GDPR, the Belgian Telecommunications Act and other applicable European and national legislation.

1. COOKIES.

Our website uses cookies and similar technologies to ensure the proper functioning of the website, improve its performance and, where permitted, understand how visitors interact with our content.

Some cookies are strictly necessary for the operation, security and functionality of the website. These cookies do not require prior consent where they meet the applicable legal requirements for strictly necessary cookies.

Other cookies, including analytical, statistical, marketing or similar tracking technologies, are only activated where required after you have provided your prior consent through our cookie consent mechanism.

You can change or withdraw your cookie preferences at any time.

1.1 What are cookies?

Cookies are small text or data files that are stored on your computer, smartphone, tablet or other device when you visit a website.

They allow a website to recognise a browser or device and can be used to remember preferences, maintain functionality, improve performance or collect information about how a website is used.

Cookies may be placed directly by **standpunt.** (first-party cookies) or by third-party services integrated into our website (third-party cookies).

Cookies may be either temporary session cookies, which are deleted when you close your browser, or persistent cookies, which remain on your device for a defined period or until you delete them.

1.2 Why do we use cookies?

We use cookies and similar technologies for the following purposes:

- to ensure the technical operation and security of our website;

- to remember essential preferences and settings;
- to improve website performance and usability;
- to understand how visitors navigate and interact with our website;
- to measure website traffic and engagement;
- to improve our content, portfolio and digital experience;
- to evaluate the effectiveness of our website and communication;
- where applicable, to support marketing or other purposes for which your consent is required.

Our use of cookies is limited to what is necessary for these purposes.

1.3 Which cookies do we use?

1.3.1 Strictly necessary cookies.

Strictly necessary cookies are required for the website to operate correctly and securely.

They may, for example, be used to:

- maintain essential website functionality;
- remember your cookie preferences;
- provide security and prevent misuse;
- support basic technical functionality;
- ensure correct display and operation across different devices and browsers.

Because these cookies are strictly necessary for the operation of the website or for a service explicitly requested by you, they may be used without prior consent where permitted by applicable law.

These cookies cannot be disabled through our cookie consent interface where doing so would prevent the website from functioning correctly.

1.3.2 Functional cookies.

Functional cookies may be used to remember preferences and improve the user experience, such as language, display or interface preferences.

Where these cookies are not strictly necessary, they will only be activated after you have provided the required consent.

1.3.3 Analytical and statistical cookies.

We may use privacy-oriented analytics and measurement technologies to understand how visitors interact with our website.

These technologies may provide information such as:

- pages visited;
- time spent on individual pages;
- navigation paths;
- device and browser information;
- approximate geographic information;
- website performance;
- referring sources;
- interactions with content.

The specific analytics provider used by **standpunt.** may change over time. Depending on the website configuration, this may include privacy-focused or other analytics solutions such as **Plausible, Fathom, Webflow Analytics or another comparable service.**

We therefore do not rely on a specific analytics provider as a permanent part of this policy.

Analytical cookies and similar technologies that require consent will only be activated after you have given your prior consent through our cookie consent mechanism.

You may refuse or withdraw your consent to analytical cookies at any time.

1.3.4 Marketing and third-party cookies.

Where applicable, **standpunt.** may use third-party technologies for marketing, advertising, embedded content, social media or other external functionality.

Such technologies may place or access cookies or similar identifiers on your device.

These technologies will only be activated where required after obtaining your consent.

The identity of the relevant third-party providers may therefore depend on the services and integrations active on the website at a given time.

1.4 Cookie consent and your choices.

When you first visit our website, you may be presented with a cookie consent interface allowing you to accept or refuse non-essential cookies.

Where consent is legally required:

- non-essential cookies will not be placed before you have given consent;
- consent will be requested through a clear and affirmative action;
- refusing non-essential cookies will not prevent you from accessing the website;
- different categories of cookies may be managed separately where applicable;
- you may withdraw your consent at any time;
- withdrawing consent will be as easy as giving consent.

Your cookie preferences may be stored through a strictly necessary preference cookie so that the website can remember your choice.

We do not consider continued browsing or inactivity as consent to non-essential cookies.

The cookie consent mechanism used on our website may be provided by a third-party consent management platform and may be integrated into our website infrastructure.

1.5 Managing cookies through your browser.

You can also manage or delete cookies through your browser settings.

Most modern browsers allow you to:

- view which cookies have been stored;
- delete existing cookies;
- block cookies;
- allow cookies only from selected websites;

- receive a notification before cookies are stored.

Please note that disabling strictly necessary cookies may affect the functionality, security or availability of certain parts of the website.

2. PRIVACY.

2.1 Who is responsible for your data?

standpunt. acts as the controller responsible for personal data processed through its website and in connection with its professional activities, except where another entity determines the purposes and means of processing under applicable law.

For questions concerning privacy or the processing of your personal data, you can contact:

standpunt.

Email: info@standpunt.studio

2.2 What personal data do we collect?

Depending on how you interact with us, we may process the following categories of information:

- name and contact details;
- company and professional information;
- email address and telephone number;
- project and assignment information;
- correspondence and communication;
- quotation, invoicing and payment information;
- information provided through contact forms;
- information relating to your collaboration with **standpunt.**;
- technical information relating to your interaction with our website;
- information collected through cookies and similar technologies, where applicable.

We only collect information that is relevant and reasonably necessary for the purposes described in this policy.

2.3 How do we use your personal data?

Your personal data may be processed for the following purposes:

Architectural visualisation services

We process professional and project-related information in order to provide our **architectural visualisation services** and fulfil assignments requested by clients.

This may include:

- reviewing project documentation;
- communicating about project requirements;
- preparing quotations and proposals;
- planning and producing visualisation work;
- managing revisions and approvals;
- delivering final visualisation assets;

- administering usage rights and project-related agreements;
- providing ongoing project support.

Client and business relationship management

We may process your contact and professional information to:

- communicate with you;
- manage client and supplier relationships;
- respond to enquiries;
- prepare proposals and quotations;
- coordinate meetings and projects;
- maintain professional relationships.

Administration and accounting

We may process relevant information for:

- invoicing;
- payment administration;
- bookkeeping;
- tax and accounting obligations;
- contractual administration;
- compliance with applicable legal requirements.

Website operation and improvement

We may process technical and analytical information to:

- maintain website functionality;
- monitor website performance;
- identify technical issues;
- improve navigation and usability;
- understand how visitors interact with our website;
- improve our portfolio, content and online presentation.

Analytical processing based on consent will only take place after the required consent has been obtained.

Business development and professional communication

Where legally permitted, we may use professional contact information to maintain business relationships, communicate about our services or share relevant studio information.

Where consent is legally required, we will obtain that consent before sending marketing communications.

2.4 Legal bases for processing.

Depending on the circumstances, we process personal data on one or more of the following legal bases:

- performance of a contract or steps taken at your request prior to entering into a contract;
- compliance with a legal obligation;

- our legitimate interests, provided these interests are not overridden by your fundamental rights and freedoms;
- your consent, where consent is required.

Where we rely on consent, you may withdraw that consent at any time. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

The GDPR recognises several possible legal bases for processing personal data, including contractual necessity, legal obligations, legitimate interests and consent.

2.5 Sharing personal data.

We may share relevant personal data with trusted third parties where this is necessary to operate our business, fulfil an assignment, comply with legal obligations or provide our services.

Depending on the circumstances, these parties may include:

- accountants and financial service providers;
- IT and hosting providers;
- website and software providers;
- cloud storage providers;
- professional consultants;
- project partners and subcontractors;
- communication and email service providers;
- analytics or consent-management providers;
- public authorities where legally required.

We only share information where there is an appropriate legal basis and where the disclosure is relevant and proportionate to the intended purpose.

Where third-party processors process personal data on our behalf, we take appropriate measures to ensure that suitable contractual and organisational safeguards are in place.

2.6 International data transfers.

Some of our service providers may process data outside Belgium or the European Economic Area (EEA).

Where personal data is transferred outside the EEA, **standpunt.** will take appropriate measures to ensure that the transfer complies with applicable data protection legislation, including the use of an adequacy decision or appropriate safeguards where required.

2.7 Third-party websites.

Our website may contain links to external websites, platforms or services operated by third parties.

These websites operate under their own privacy policies and terms. **standpunt.** is not responsible for the privacy practices, security or content of third-party websites.

We recommend reviewing the privacy policy of any external website before submitting personal information.

2.8 Data retention.

We retain personal data only for as long as reasonably necessary for the purposes for which it was collected, including the fulfilment of contractual, administrative, accounting and legal obligations.

The applicable retention period may vary depending on the nature of the information and the purpose for which it is processed.

Where personal data is no longer required, it will be deleted or anonymised where reasonably possible, unless we are legally required to retain it for a longer period.

2.9 Your rights.

Subject to the conditions and limitations provided by applicable law, you may have the right to:

- request access to your personal data;
- request correction of inaccurate or incomplete information;
- request deletion of your personal data;
- request restriction of processing;
- object to certain processing activities;
- request data portability;
- withdraw consent where processing is based on consent.

You may exercise your rights by contacting:

standpunt.

Email: info@standpunt.studio

To protect your personal information, we may need to verify your identity before processing certain requests.

We will respond to valid requests within the timeframe required by applicable data protection legislation.

2.10 Data security.

standpunt. takes reasonable technical and organisational measures to protect personal data against unauthorised access, accidental loss, alteration, disclosure or destruction.

However, no method of transmission or storage can be guaranteed to be completely secure. We therefore cannot guarantee absolute security of information transmitted through the internet.

2.11 Contact and complaints.

For questions regarding this Privacy Policy or the processing of your personal data, please contact:

standpunt.

info@standpunt.studio

If you believe that your personal data has been processed in violation of applicable data protection legislation, you have the right to lodge a complaint with the competent supervisory authority.

In Belgium, the competent supervisory authority is the:

Belgian Data Protection Authority

Drukpersstraat 35

1000 Brussels
Belgium

3. CHANGES TO THIS POLICY.

standpunt. may update this Cookie & Privacy Policy from time to time to reflect changes in our services, website technologies, third-party providers or applicable legislation.

The most recent version will always be published on our website.

Where appropriate, material changes will be communicated through the website or through another appropriate channel.

4. RELATION TO CONTRACTUAL AGREEMENTS.

If there is any conflict between this Cookie & Privacy Policy and a specific contractual agreement concluded between **standpunt.** and a client, the provisions of the contractual agreement shall prevail to the extent permitted by applicable law.

Nothing in this policy limits any mandatory rights or protections granted to individuals under applicable data protection legislation.