

Privacy Policy

Last updated: 11-11-2025

1. Introduction

We value your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, share, and safeguard your information when you visit our website or use our services.

We process personal data in accordance with the **General Data Protection Regulation (GDPR)** and other applicable data protection laws.

By using our website, you acknowledge that you have read and understood this Privacy Policy.

2. Who we are

newITera consultancy

Schoenaker 10c, 6641SZ, Beuningen, The Netherlands

info@newitera.nl

[+31 85 0030058](tel:+31850030058)

newITera is the controller responsible for processing your personal data. If you have questions about this Policy or how we handle your data, you can contact us using the details above.

3. What personal data we collect

3.1 Data you provide directly

We may collect the following information when you fill out a form, request a demo, contact us, or subscribe to updates:

- Name
- Email address
- Phone number
- Company name and role
- Any information you include in your message or form submission

3.2 Data collected automatically

When you visit our website, we may automatically collect:

- IP address (anonymised where possible)
- Browser type and device information
- Pages visited and interaction data
- Cookies and tracking data (see our Cookie Policy)

3.3 Data from third parties

We may receive data from:

- Analytics tools (e.g., Google Analytics)
 - Advertising platforms (e.g., LinkedIn, Google Ads)
 - CRM or marketing systems (e.g., HubSpot, Microsoft Dynamics)
-

4. How we use your personal data

We use your data for the following purposes:

4.1 To provide and improve our services

- Responding to inquiries
- Delivering requested information or support
- Managing customer relationships

4.2 For communication

- Sending updates, newsletters, or marketing communication (only with your consent)
- Contacting you regarding your inquiry or ongoing services

4.3 For analytics and optimization

- Understanding website performance
- Improving user experience
- Measuring marketing effectiveness

4.4 For legal and security purposes

- Detecting and preventing fraud or misuse
 - Meeting legal or regulatory obligations
-

5. Legal bases for processing

We process personal data based on:

- **Consent** – e.g., marketing emails, tracking cookies
 - **Contractual necessity** – when delivering services to you
 - **Legitimate interest** – e.g., website analytics, improving services
 - **Legal obligation** – compliance with applicable laws
-

6. How we share your data

We do **not** sell your personal data.

We may share your data with:

- **Service providers** (e.g., hosting providers, analytics partners, CRM tools)
- **Professional advisors** (e.g., legal or accounting services)
- **Authorities** if required by law

Where third parties process data outside the EU/EEA, we ensure adequate safeguards (e.g., Standard Contractual Clauses).

7. Data retention

We only keep your data for as long as necessary for the purposes it was collected, or to comply with legal obligations.

Examples:

- Contact form submissions: typically 12–24 months
 - Marketing subscriptions: until you unsubscribe
 - Service-related data: duration of the contract + legal retention periods
-

8. Your rights under GDPR

You have the following rights regarding your personal data:

- **Right of access** – request a copy of your data
- **Right to rectification** – correct inaccurate information
- **Right to erasure** – request deletion of your data

- **Right to restrict processing**
- **Right to data portability**
- **Right to object** – e.g., to marketing messages
- **Right to withdraw consent** at any time

To exercise your rights, contact us at: **[Email Address]**.

9. Data security

We take appropriate technical and organizational measures to protect your personal data, including:

- Encryption where appropriate
 - Access controls and authentication
 - Secure hosting environments
 - Staff confidentiality agreements
-

10. Third-party websites

Our website may contain links to external sites. We are not responsible for the content or privacy practices of these third parties. We encourage you to review their privacy policies.

11. Changes to this Privacy Policy

We may update this Policy from time to time. The latest version will always be published on our website. Significant changes will be communicated where appropriate.

12. Contact

If you have any questions or concerns about this Privacy Policy or your personal data, please contact us:

newlTera consultancy

Schoenaker 10c, 6641SZ, Beuningen, The Netherlands

info@newitera.nl

[+31 85 0030058](tel:+31850030058)

