

Privacy Statement Juiced Concepts

Juiced Concepts is a creative agency that focuses on high-end marketing and communication. In order to properly carry out business activities, it is necessary to process personal data. These data are processed when you use its services and/or when you provide them to Juiced Concepts yourself. In this privacy statement, Juiced Concepts informs you about the processing of personal data of clients, associates, and users of the website www.juicedconcepts.com.

1. Data controller

Name: Juiced Concepts V.O.F.
Located: Polluxstraat 49A 5047RA Tilburg
Contact Persoon: Moisha Meeng
Phone: 0611275039
E-mail: moisha.meeng@juicedconcepts.com

2. Personal data that can be processed

- Trade name (sole proprietorships and general partnerships);
- Company address details (sole proprietorships and general partnerships);
- Chamber of Commerce (KvK) number (sole proprietorships and general partnerships);
- First and last name;
- Private address details;
- Date of birth;
- Phone numbers (business, private, landline, mobile);
- Email addresses;
- Job title and employment history;
- Payment details such as bank account number;
- Customer number, quotation number, and invoice number (sole proprietorships and general partnerships); and
- Photographs and video content.

3. Processing Grounds

Juiced Concepts processes your personal data based on the following grounds:

- You have given consent for this;
- It is necessary because Juiced Concepts has a legitimate interest;
- It is necessary for the performance of a contract;
- It is necessary because Juiced Concepts is legally obligated to do so; or
- It is necessary to perform a task carried out in the public interest or in the exercise of official authority.

4. Processing of Personal Data Activity, Purposes, Grounds, and Retention Periods

Contact

Purposes:	Responding to a contact request via the website, getting in touch with you regarding potential future collaboration, and/or maintaining communication with you within the scope of a project or for relationship management after a project
Personal Data:	Trade name, first and last name, email address, phone number
Grounds:	Consent, legitimate interest, and/or performance of a contract
Retention Period:	No specified duration, but not longer than strictly necessary

Sending Information and/or Quotation

Purposes:	Responding to an information request and/or providing a quotation
Personal Data:	Trade name, first and last name, address, email address, phone number
Grounds:	Consent
Retention Period:	No specified duration, but not longer than strictly necessary

Calendar Management

Purposes:	Scheduling (telephone) appointments and confirming appointments via email
Personal Data:	Trade name, first and last name, email address, phone number
Grounds:	Consent and/or performance of a contract
Retention Period:	No specified duration, but not longer than strictly necessary

Creating and Posting Content

Purposes: Providing services
Personal Data: Photos and videos, social media account login credentials
Grounds: Performance of the contract
Retention Period: Up to 7 years after the service is terminated

Sending Newsletters

Purposes: Conveying knowledge, inspiring, informing about services and/or offers
Personal Data: First and last name, email address
Grounds: Consent
Retention Period: Until you unsubscribe

Sending Corporate Gifts, Tokens of Appreciation, and Cards

Purposes: Sending tokens of appreciation for celebratory occasions such as (business) anniversaries or birthdays, or sending business gifts for relationship management purposes
Personal Data: Trade name, first and last name, job title, date of birth, age.
Grounds: Consent
Retention Period: Until you unsubscribe for receiving tokens of appreciation

Sending Invoices + Receiving Payments

Purposes: Accounts receivable management, financial settlement of orders
Personal Data: Trade name, first and last name, address details, email address, payment details such as bank account number
Grounds: Performance of the contract, legal obligation
Retention Period: 7 years due to fiscal retention obligation

Processing Invoice Payments

Purposes: Disbursing compensations, managing administration.

Personal Data: Trade name, first and last name, address details, email address, payment details such as bank account number

Grounds: Performance of the contract, legal obligation

Retention Period: 7 years due to fiscal retention obligation

Posting Reviews or created content on our Website or social media

Purposes: Making a client's review visible to potential clients

Personal Data: First and last name, company name, job title, photo and videos

Grounds: Consent

Retention Period: Until the person whose review is posted informs Juiced Concepts that the review should be removed

5. Consequences of Not Providing Personal Data

Juiced Concepts specifies situations in which you are obligated to provide personal data. This is necessary, for instance, when Juiced Concepts needs to process personal data due to a legal obligation or to fulfill a contract. In such cases, Juiced Concepts informs you about the consequences of any potential refusal to provide your personal data to us. It should be noted that Juiced Concepts may take actions based on such refusals.

6. Recipients of Your Personal Data

Juiced Concepts will only disclose your personal data to third parties when contractually or legally obligated to do so, or when necessary to perform or promote its services. When Juiced Concepts shares your data with third parties, it does so with careful consideration of appropriate security measures. Juiced Concepts will never sell your personal data to third parties.

Your data may be (potentially) shared with the following third parties:

- Website hosting
- Website software
- Email servers
- CRM system
- Accounting system
- Accountant

- Payment services
- Delivery services

If a party receiving personal data from Juiced Concepts acts as a data processor, Juiced Concepts has entered into a data processing agreement with this processor to ensure the protection of your personal data. Under a (sub)processor agreement, similar obligations are imposed on any sub-processors as those applicable to data processors. Third parties receiving personal data from Juiced Concepts may also be independently responsible for the processing of personal data. In such cases, Juiced Concepts is neither responsible nor liable for the processing conducted by these third parties.

Your personal data is primarily processed within countries within the European Economic Area (EEA).

7. Access to Your Personal Data and Security

Juiced Concepts takes data protection seriously and implements appropriate measures to prevent misuse, loss, unauthorized access, unwanted disclosure, and unauthorized alterations. Juiced Concepts secures data using SSL encryption (Secure Sockets Layer), making data unreadable to unauthorized third parties attempting to gain access. Juiced Concepts never logs into an unsecured network and always employs a password to access data storage devices.

8. Your Rights

Under the GDPR, you have rights concerning the processing of your personal data:

- The right to access;
- The right to rectification;
- The right to erasure;
- The right to restriction of processing;
- The right to withdraw your consent for processing;
- The right to object to processing;
- The right to data portability.

If you wish to exercise any of these rights, please contact us at moisha.meeng@juicedconcepts.com. The aforementioned rights are not absolute, meaning that Juiced Concepts is not obligated to fulfill every request related to these rights. You will be informed in such cases. It's important to note that withdrawing your consent for processing or objecting to processing does not affect the lawfulness of processing your personal data before the withdrawal of consent or the objection. In addition to the rights mentioned above, you have the right to lodge a complaint about the processing of your

personal data by Juiced Concepts with the Data Protection Authority. Visit www.autoriteitpersoonsgegevens.nl for more information.

9. Cookies

Juiced Concepts uses cookies on its website. A cookie is a small text file that is placed on the hard drive of your computer, tablet, mobile device, or other electronic device when you visit a website. A cookie contains data that allows you to be recognized as a visitor and enables the analysis of your website usage each time you visit.

Functional Cookies

Juiced Concepts uses these cookies to ensure proper functionality of the website. Without these necessary cookies, the website cannot function properly. Therefore, Juiced Concepts does not require consent to place these cookies.

Functional cookies are stored for the duration of the browsing session. These cookies are placed temporarily and are automatically removed from your computer or other electronic device after you finish visiting Juiced Concepts' website and close the browser.

Analytical and Marketing Cookies

Juiced Concepts does not use analytical and marketing cookies.

10. Changes to the Privacy Statement

Juiced Concepts reserves the right to modify or amend this privacy statement at any time and for any reason.