

Privacy Statement Physical Leads

Physical Leads, with its registered office at Staringstraat 11, 6521 AE Nijmegen (hereinafter: 'we', 'us' or 'our'), processes personal data of individuals who contact us or request information via our website.

We attach great importance to the protection of personal data. Personal data is any information that can be directly or indirectly linked to an individual. When processing personal data, we comply with the applicable privacy legislation, including the General Data Protection Regulation (GDPR).

In this privacy statement, we explain what personal data we process, why we do so, how we protect it and what rights you have regarding your personal data.

This privacy statement applies to individuals who contact us or request information via our website.

Do you have any questions about this privacy statement? You can contact us by telephone during office hours on 06-22706726 or by email at info@physicalleads.nl.

Use of personal data

When you contact us via our website or fill in a form, we may process the personal data that you provide to us.

This personal data is used exclusively for the purposes described in this privacy statement, such as answering enquiries, getting in touch and improving our services and website.

Personal data is not used for any other purposes, unless prior consent has been given or this is permitted by law.

What personal data is processed?

This section applies to individuals who contact us via the contact form on our website, by email or by telephone.

When you contact us, we may process the following personal data:

- First name and surname;
- Company name;
- Telephone number;
- Email address;
- The content of your message or enquiry;

- Technical data automatically transmitted when using the website, such as IP address, browser type and device details.

We do not process any special categories of personal data via the contact form, unless you provide them voluntarily. We ask that you do not share any sensitive or medical data via the contact form.

Why do we process your personal data?

- To reply to your message or enquiry via the contact form, by email or by telephone;
- To contact you in response to your enquiry;
- To prepare and send you a quotation if you request one;
- To maintain contact regarding our services;
- To improve and secure our website and systems, including protection against spam and misuse;
- To analyse website usage and statistics in order to optimise our services and website;
- To send newsletters or marketing communications, provided you have given your consent or this is permitted under applicable legislation.

On what legal basis do we process personal data?

- Your consent;
- The performance of a contract or taking steps prior to entering into a contract;
- Compliance with a legal obligation;
- Our legitimate interests, for example, to maintain contact, improve our services and secure our systems.

We process your personal data only where there is a valid legal basis for doing so under the GDPR. In most cases, we process your data because it is necessary to respond to your message, enquiry or request for information.

How long will your personal data be retained?

We do not retain your personal data for longer than is necessary for the purposes for which it was collected or processed, unless we are required by law or regulation to retain the data for a longer period.

We do not retain personal data that you provide to us via the contact form, by email or through other means of contact for longer than is necessary for the purpose for which it was collected.

In principle, we retain contact enquiries and correspondence for a maximum of 12 (twelve) months after the last point of contact.

If an agreement is concluded, certain personal data may be retained for longer to fulfil administrative and legal obligations. Under tax legislation, there is a statutory retention period of 7 (seven) years for invoicing and payment details.

Is your personal data shared with third parties?

In principle, we do not share your personal data with third parties, unless this is necessary for the provision of our services, we are legally obliged to do so, or you have given your consent.

We may share personal data with parties that support us in our business operations, website and service provision, such as hosting, email, software and CRM providers.

Enquiries and form submissions may be stored and processed within external CRM and automation systems, including HighLevel, for the purpose of managing and following up on enquiries and customer communications.

In addition, we use Leadinfo, a service that provides insights into business website usage based on IP addresses. Further information on data processing by Leadinfo is available in Leadinfo's privacy policy.

Where required, we enter into data processing agreements with parties that process personal data on our behalf to ensure your personal data is adequately protected.

Furthermore, we may share personal data where this is necessary to comply with a legal obligation or a request from competent authorities.

We do not sell your personal data to third parties, nor do we share it for the independent commercial purposes of third parties.

Viewing or updating your personal data

You have the right to know what personal data we process about you.

You also have the right to have your personal data corrected, supplemented, or deleted.

You may also object to the processing of your personal data, withdraw your consent, and—in certain cases—request the transfer of your data.

If you have any questions about this privacy statement or wish to exercise your rights, please contact us at info@physicalleads.nl or by phone at 06-22706726.

We generally respond to requests within one month.

Cookies and tracking

Our website may use cookies and similar technologies for website functionality, analytics, marketing purposes, and to improve our services.

We may use analytics and tracking tools, including Leadinfo, to gain insight into website usage and the effectiveness of campaigns and services.

To the extent required by law, we will request prior consent for the placement of non-essential cookies.