

PRIVACY POLICY

Bridge The Market Consultancy BV

1. Controller Information

This privacy policy applies to the processing of personal data by:

Company Name: Bridge The Market Consultancy BV

Registered Address: can be requested

Chamber of Commerce Number: can be requested

VAT Number: can be requested

Contact Email: chajadehaan@bridgethemarket.com

Website: www.bridgethemarket.com

2. Introduction

At Bridge The Market Consultancy BV, your privacy is of paramount importance. This privacy policy explains how we collect, use, protect, and share your personal data when you visit our website or engage with our consultancy services. We handle your personal data with the utmost care and do not sell, trade, or unnecessarily share it with third parties.

3. Scope

This privacy policy applies to:

- Visitors to our website: www.bridgethemarket.com
- Clients and potential clients who engage with our consultancy services
- Business contacts and partners

4. Personal Data We Collect

We collect and process the following categories of personal data:

4.1 Data You Provide Directly

- **Contact information:** name, email address, phone number, postal address
- **Company information:** company name, job title, business sector
- **Communication content:** information you provide via contact forms, emails, or other correspondence
- **Service-related data:** information related to consultancy projects, client requirements, feedback

4.2 Data Collected Automatically

- **Cookie data:** information collected via cookies and similar tracking technologies (see Section 11)

5. Purposes and Legal Bases for Processing

We process your personal data for the following purposes and on the following legal grounds under the General Data Protection Regulation (GDPR):

5.1 Consent (Article 6(1)(a) GDPR)

- Sending newsletters and marketing communications
- Placing non-essential cookies on your device
- Processing special categories of data (if applicable)

5.2 Performance of a Contract (Article 6(1)(b) GDPR)

- Providing consultancy services to clients
- Managing client relationships and communications
- Invoicing and payment processing

5.3 Legal Obligation (Article 6(1)(c) GDPR)

- Complying with tax and accounting requirements
- Retaining records as required by law
- Responding to legal requests and regulatory obligations

5.4 Legitimate Interest (Article 6(1)(f) GDPR)

- Analyzing website usage to improve our services
- Marketing our services to existing clients
- Maintaining IT security and preventing fraud
- Network and information security
- Business development and strategic planning

6. Data Retention Periods

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, or as required by law. Specific retention periods include:

- **Client data:** 7 years after the end of the contractual relationship (for tax and accounting purposes)
- **Marketing communications:** Until you withdraw consent or unsubscribe
- **Website analytics:** 14 months (in accordance with cookie lifetime)
- **General correspondence:** 2 years from last contact, unless longer retention is required

7. Data Sharing and Recipients

We only share your personal data with trusted third parties who assist us in providing our services when required. These parties are contractually obligated to protect your data and use it only for the specified purposes.

7.1 Categories of Recipients

- **IT service providers:** website hosting, cloud storage, email services
- **Marketing platforms:** email marketing services, CRM systems, analytics tools
- **Professional advisors:** lawyers, accountants, auditors, insurance providers

- **Payment processors:** banks and payment service providers
- **Government authorities:** tax authorities, regulatory bodies (when legally required)

7.2 International Transfers

Some of our service providers may be located outside the European Economic Area (EEA). When we transfer your data internationally, we ensure appropriate safeguards are in place, such as:

- EU Standard Contractual Clauses
- EU-US Data Privacy Framework participation
- Adequacy decisions by the European Commission

8. Data Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, destruction, alteration, or disclosure. Our security measures include:

- Encryption of data in transit and at rest
- Access controls and authentication mechanisms
- Regular security assessments and updates
- Employee training on data protection
- Secure backup and disaster recovery procedures
- Confidentiality agreements with employees and contractors

Only authorized personnel have access to your personal data, and access is granted on a need-to-know basis.

9. Your Rights Under GDPR

Under the General Data Protection Regulation, you have the following rights regarding your personal data:

9.1 Right of Access (Article 15)

You have the right to request confirmation of whether we process your personal data and to obtain a copy of that data, along with information about the processing.

9.2 Right to Rectification (Article 16)

You have the right to request correction of inaccurate personal data and to have incomplete data completed.

9.3 Right to Erasure (Article 17)

You have the right to request deletion of your personal data in certain circumstances, such as when the data is no longer necessary for the purposes for which it was collected, or when you withdraw consent.

9.4 Right to Restriction of Processing (Article 18)

You have the right to request restriction of processing in certain situations, such as when you contest the accuracy of the data or object to processing.

9.5 Right to Data Portability (Article 20)

You have the right to receive your personal data in a structured, commonly used, and machine-readable format, and to transmit that data to another controller.

9.6 Right to Object (Article 21)

You have the right to object to processing based on legitimate interests or for direct marketing purposes.

9.7 Right to Withdraw Consent (Article 7)

Where processing is based on consent, you have the right to withdraw that consent at any time. Withdrawal does not affect the lawfulness of processing before withdrawal.

9.8 Right to Lodge a Complaint (Article 77)

You have the right to lodge a complaint with a supervisory authority if you believe your data protection rights have been violated. In the Netherlands, the supervisory authority is:

Autoriteit Persoonsgegevens

Postbus 93374, 2509 AJ Den Haag

Website: www.autoriteitpersoonsgegevens.nl

Telephone: +31 (0)70 888 8500

9.9 How to Exercise Your Rights

To exercise any of these rights, please contact us at:

Email: chajadehaan@bridgethemarket.com

We will respond to your request within one month. In complex cases, we may extend this period by two additional months, and we will inform you of such extension.

10. Data Protection Officer

Given the size and nature of our operations, we are not required to appoint a Data Protection Officer.

11. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your browsing experience and analyze website usage.

11.1 Types of Cookies We Use

- **Essential cookies:** Required for the website to function properly (e.g., session cookies)
- **Analytics cookies:** Help us understand how visitors use our website (e.g., Google Analytics)
- **Marketing cookies:** Used to track visitors across websites for marketing purposes
- **Preference cookies:** Remember your settings and preferences

11.2 Managing Your Cookie Preferences

You can manage your cookie preferences through:

- Our cookie consent banner when you first visit the website
- Your browser settings to block or delete cookies
- Our dedicated cookie policy page at [About Privacy & Cookies | Help Center | Wix.com](#)

Please note that blocking certain cookies may affect website functionality.

12. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party websites you visit.

13. Children's Privacy

Our services are not directed at children under the age of 16. We do not knowingly collect personal data from children. If you believe we have collected data from a child, please contact us immediately, and we will delete such information.

14. Automated Decision-Making

We do not use automated decision-making or profiling that produces legal effects or similarly significantly affects individuals.

15. Changes to This Privacy Policy

We may update this privacy policy periodically to reflect changes in our practices, legal requirements, or business operations. We will:

- Post the updated policy on our website with a new effective date
- Notify users of material changes via email or website notification
- Request renewed consent where required by law

We encourage you to review this policy regularly to stay informed about how we protect your data.

16. Contact Information

For questions, concerns, or requests related to this privacy policy or our data protection practices, please contact us:

Email: chajadehaan@bridgethemarket.com

Website: www.bridgethemarket.com

We are committed to handling all questions and complaints with care and will respond within a reasonable timeframe.

Last updated: February 04, 2026