Eyk Privacy Policy

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This privacy policy explains how Eyk B.V. (“Eyk”, “we”) processes personal data as a controller: data about visitors to our website, prospects and other business contacts, job applicants, and the staff of our customers who use or pay for the Eyk platform. When we process personal data on behalf of our customers, such as data about their shoppers, we act as their processor; section 8 explains how that works.

1. Who we are

Eyk B.V., Stationsplein 45, 3013 AK Rotterdam, the Netherlands, registered with the Dutch Chamber of Commerce under number 88097722. For questions about this policy or your personal data, contact privacy@eykdata.com.

2. What we process and why

Who	Data	Purpose	Legal basis	Retention
Website visitors	IP address, device and browser data, pages visited	Operate and secure the website	Legitimate interest in a working, secure website	Up to 12 months
Website visitors	Cookie identifiers and interactions, through analytics and advertising cookies	Measure visits and the results of our advertising	Consent	Until you withdraw consent or the cookie expires
Prospects and business contacts	Name, business email, phone number, company, role, messages and booked meetings	Answer questions, give demos and follow up on sales conversations	Legitimate interest in developing our business; steps before a contract	Up to 2 years after our last contact
Customer staff and Users	Name, business email, role, login and authentication data, usage and security logs, support messages	Provide accounts, support and security of the Eyk platform	Legitimate interest in performing our agreement with your employer and in securing the platform	Term of the agreement, then deleted or anonymised; security logs up to 12 months
Billing contacts	Name, business email, invoice and payment details	Invoicing and bookkeeping	Legal obligation; legitimate interest in being paid	Invoices and accounting records for 7 years, as Dutch tax law requires
Subscribers to our updates	Name, business email, interaction with our emails	Newsletters, product updates and event invitations	Consent, or legitimate interest for existing customers	Until you unsubscribe
Job applicants	Name, contact details, CV, cover letter, interview notes and references	Assess applications and hire	Steps before a contract; legitimate interest in hiring	Up to 4 weeks after the procedure ends, or 1 year with your consent
Any of the above	Data needed for the purpose	Comply with the law, handle disputes and protect our rights	Legal obligation; legitimate interest in defending claims	As long as needed for that purpose

As an exception to the periods above, we keep emails with customers, prospects and other business contacts, including support messages, as long as needed for our relationship with them, to meet our legal obligations and to handle claims.

Most of this data comes from you. Some comes from your employer, when it invites you as a User or names you as a contact, and some from public business sources such as company websites. Card payments are processed by our payment provider. You are not required to give us personal data, but without account details we cannot give you access to the Eyk platform.

Where we rely on legitimate interest, you can object at any time (section 6). You can unsubscribe from marketing emails through the link in each email. Eyk does not make decisions about you based solely on automated processing that have legal or similarly significant effects.

3. Cookies

Our website uses cookies and similar technologies:

- Strictly necessary cookies make the website work and need no consent.
- Analytics and advertising cookies, including Google's, measure visits and the results of our campaigns. We place them only with your consent, which you can withdraw at any time through the cookie settings on our website.
- Embedded services, such as the calendar for booking a demo, may set their own cookies when you use them.

4. Who receives your data

We share personal data only as far as needed for the purposes in section 2, with:

- providers we use to run our business, such as hosting and cloud, authentication, email and productivity, customer relationship management, scheduling, payment, and analytics and advertising providers;
- professional advisers, auditors and insurers;
- authorities, where the law requires it;
- a buyer or successor, if Eyk or part of its business is sold or merged.

Providers that process personal data on our behalf do so under a data processing agreement.

5. Transfers outside the EEA

Some recipients are located outside the European Economic Area, for example in the United States. We then rely on an adequacy decision of the European Commission, including the EU-US Data Privacy Framework, or on Standard Contractual Clauses approved by the European Commission. You can request a copy of these safeguards at privacy@eykdata.com.

6. Your rights

You have the right to access, correct or delete your personal data, to restrict or object to its processing, and to receive data you provided to us in a portable format. Where we rely on your consent, you can withdraw it at any time; this does not affect processing that took place before. To exercise your rights, email privacy@eykdata.com. We respond within the period the GDPR sets, normally one month, and may ask you to confirm your identity.

You also have the right to lodge a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens) or with the supervisory authority in your country.

7. Security

We protect personal data with appropriate technical and organisational measures, such as access control, encryption and logging. Our trust center at www.eykdata.com/trust-center describes our security and privacy practices.

8. Data we process for our customers

Our customers use the Eyk platform to collect, store and analyse data about their own customers and website visitors, including through Eyk's tracking on their websites. For that data, the customer is the controller and Eyk is its processor under the Eyk Data Processing Agreement. The customer's own privacy policy applies, and requests about that data should be sent to the customer. Eyk may create aggregated and anonymised data from it, as the Data Processing Agreement allows; anonymised data no longer identifies anyone.

When a customer connects Google services to the Eyk platform, Eyk retrieves the data the customer authorises, within the permissions granted, and loads it into the customer's data warehouse. Eyk's use and transfer to any other app of information received from Google APIs will adhere to Google API Services User Data Policy, including the Limited Use requirements. Access can be revoked at any time in the Google

Account permissions. The data is deleted in line with the Data Processing Agreement when the customer's agreement ends, or earlier at the customer's request.

9. Changes

We may update this policy. We publish each version here with its date and, where a change materially affects how we process your data, we inform customers by email.