

Privacy Policy

Last updated: September 30, 2024

This Privacy Policy explains how **moreMomentum BV** collects, uses, stores, and protects your personal data when you use our websites, services, and applications.

We are committed to protecting your privacy and complying with the **General Data Protection Regulation (GDPR)** and other applicable privacy laws.

Who We Are

moreMomentum BV

Maliebaan 54, 3581 CT Utrecht, The Netherlands

Email: privacy@moremomentum.eu

Phone: +31 645 660 164

We are the **data controller** for the personal data described in this policy.

If you have any questions about how we handle your personal data, you can contact us at the details above.

What Personal Data We Collect

We may collect the following types of personal data:

- **Contact details:** name, email address, phone number, company name, job title, postal address
- **Account information:** login credentials, preferences
- **Service interaction data:** your responses to surveys, questionnaires, or research projects
- **Usage data:** IP address, browser type, device information, pages visited, time spent on pages
- **Social login data:** if you register via Google, Facebook, or other platforms, we may access basic profile information (name, email, profile picture) with your permission

We only collect the data necessary for the purposes explained below.

How We Use Your Personal Data

We process your personal data for the following purposes:

- **To provide and maintain our services** – to manage your account, deliver content, and improve our offerings
- **To communicate with you** – to send updates, respond to your requests, or inform you about service changes

- **To send marketing communications** – only if you have consented or if we rely on legitimate interest (you can opt out at any time)
- **To conduct research and benchmarking** – data for research projects will only be reported in aggregated form unless you give explicit consent for individual-level use
- **To comply with legal obligations** – for example, record keeping for tax or regulatory requirements
- **To improve security and analytics** – to detect fraud, ensure the security of our services, and understand usage trends

Legal Basis for Processing

We process your personal data under one or more of the following legal bases:

- **Contract** – when processing is necessary to provide our services you requested
- **Consent** – for sending marketing communications or using non-essential cookies
- **Legitimate interest** – for improving our services and ensuring network and information security
- **Legal obligation** – when required to comply with the law

You can withdraw your consent at any time by contacting us or using unsubscribe options in our emails.

How Long We Keep Your Data

We only keep your personal data for as long as needed for the purposes described above:

- Contact details for marketing purposes: until you withdraw consent or unsubscribe
- Account and service data: for the duration of your relationship with us plus 7 years after account closure for legal or contractual claims
- Research data: retained in aggregated or anonymised form where possible
- Usage logs: retained for a short period for security and analytics unless longer retention is required by law

When data is no longer needed, we securely delete or anonymise it.

How We Share Your Data

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

We may share your data with:

- **Service providers** (e.g., IT hosting, analytics, email tools) who help us operate our services
- **Affiliates or business partners** – only when necessary to deliver a joint service, and always under a data-sharing agreement
- **Public authorities** – when required by law or legal proceedings
- **In case of a business transfer** – e.g., merger or acquisition, we will inform you before your data is transferred

Access to the Service Business Review (SBR) online magazine provided under corporate membership is handled through a separate platform operated by the SBR joint venture. When you create an account on the SBR site, the joint venture's own privacy policy applies.

International Data Transfers

Some of our service providers may process data outside the **European Economic Area (EEA)**.

When we transfer data internationally, we ensure appropriate safeguards, such as:

- **Adequacy decisions** by the European Commission, or
- **Standard Contractual Clauses (SCCs)** approved by the European Commission

This ensures your data remains protected to EU standards.

Cookies and Tracking Technologies

We use **necessary cookies** to make our website work and **optional cookies** (analytics or marketing) only with your consent.

- Necessary cookies help with login and security
- Functional cookies remember your preferences
- Analytics cookies help us improve content and services

You can manage or withdraw cookie consent at any time through our **Cookie Banner** or your browser settings.

For more details, see our **Cookie Policy**.

Your Rights

Under GDPR, you have the following rights regarding your personal data:

- **Right to access** – get a copy of your personal data
- **Right to rectification** – correct incomplete or inaccurate data
- **Right to erasure** – request deletion of your data in certain cases
- **Right to restrict processing** – limit how we use your data
- **Right to data portability** – receive your data in a machine-readable format
- **Right to object** – object to processing for legitimate interests or marketing
- **Right not to be subject to automated decision-making**

To exercise your rights, contact us at privacy@moremomentum.eu.

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

Security

We take appropriate technical and organisational measures to protect your personal data, including encryption, access controls, and regular security reviews.

However, no system is 100% secure, so we cannot guarantee absolute security.

Children's Privacy

Our services are not intended for children under **16** (or the age of digital consent in your country).

We do not knowingly collect personal data from children. If you believe a child has provided us with data, please contact us so we can delete it.

Changes to This Policy

We may update this Privacy Policy from time to time. If we make **material changes**, we will notify you by email (if you have an account) or by a clear notice on our website before the changes take effect.

The "last updated" date at the top of this page will show when it was last revised.

Contact Us

If you have any questions or concerns about this policy, or if you want to exercise your privacy rights, contact us:

- **Email:** privacy@moremomentum.eu
- **Phone:** +31 645 660 164
- **Address:** moreMomentum BV, Maliebaan 54, 3581 CT Utrecht, The Netherlands