

Last Updated: 2025-07-03

<b>1. Introduction</b>	<b>1</b>
<b>2. Data Collection and Usage</b>	<b>1</b>
2.1. Categories of Data Collected	1
2.2. How We Use the Collected Data	1
2.3. Retention	1
2.4. Transparency	2
2.5. Data Security Measures	2
2.6. International Data Transfers	2
<b>3. Legal Basis for Data Processing</b>	<b>2</b>
3.1. Grounds of Processing	2
3.2. Data Processing Roles	3
<b>4. User Consent and Rights</b>	<b>3</b>
4.1. Consent	3
4.2. Withdrawal of Consent	3
4.3. Your Rights Under GDPR	3
<b>5. Children's Privacy</b>	<b>4</b>
<b>6. Third Party Providers</b>	<b>4</b>
6.1. Google	4
<b>7. Disclosure of Information – Recipients</b>	<b>4</b>
<b>8. Changes and Amendments</b>	<b>4</b>
<b>9. Contact Information</b>	<b>4</b>

## 1. Introduction

This Privacy Policy outlines how Sales Automation B.V. (a company registered in the Netherlands under Chamber of Commerce number 94072590) collects, processes, uses, and protects your personal information when you access and use our Software as a Service (SaaS) solution, hereafter referred to as our "Services." Throughout this document, the following terms apply:

"Sales Automation B.V.," "we," "us," or "our" refers to Sales Automation B.V., the company that provides the Services.

"You," "your," or "user" refers to any individual, organization, or entity that accesses or uses our Services.

"Services" include all functionalities, features, offerings, and websites associated with our SaaS platform.

We recognize the importance of privacy and data security. Your data belongs to you, and we are committed to keeping it secure and confidential in compliance with this policy. If you have any questions about this Privacy Policy or how we handle your information, please contact us at [contact@salesautomation.io](mailto:contact@salesautomation.io).

---

## 2. Data Collection and Usage

### 2.1. Categories of Data Collected

We collect various types of data to provide and improve our Services. The data we collect falls into the following categories:

- **Data You Provide Voluntarily.** This includes any personal information you manually submit, such as your name, email address, company name, or any other details you provide when signing up for our Services, contacting support, or interacting with our platform.
- **Data Collected from User Interactions.** When you access or use our Services, we automatically collect information such as: device details, IP addresses, usage logs, and similar data gathered automatically when you browse or use our Services.
- **Data from Third Parties.** We may receive additional data from reputable external sources, such as: publicly available information or licensed datasets from reputable vendors regarding businesses or professionals (e.g., company names, locations, contact details).

### 2.2. How We Use the Collected Data

The information we collect is used to:

- Provide and maintain our Services – Ensure proper functionality, technical support, and timely updates.
- Communicate with you (e.g., product updates, support) – Send announcements, respond to queries, and handle user requests.
- Improve and personalize user experience – Analyze usage trends and tailor new features or content to user needs.
- Monitor and prevent security threats or fraud – Maintain the security of our systems and protect user data from unauthorized activities.
- Comply with legal obligations – Adhere to applicable laws, regulations, and lawful orders.
- Any other use with your explicit consent – When additional permissions are granted by you for new or specific processing activities.

### 2.3. Retention

We will hold your Personal Data as long as necessary for the relevant purpose, or until you request it to be removed. The appropriate retention period is determined by factors including the nature and sensitivity of the data, potential risks, and legal requirements. We invest in robust security measures to protect your data from unauthorized access or breaches. This includes implementing technical and organizational measures to safeguard your information.

### 2.4. Transparency

We inform you about the type of data we collect and how it is used. Our commitment to transparency ensures you are aware of our data practices and your choices regarding your Personal Data.

### 2.5. Data Security Measures

We are committed to protecting your personal data and have implemented appropriate technical and organizational measures to safeguard it against unauthorized access, alteration, disclosure, or destruction, all in full compliance with applicable laws and regulations including GDPR. These measures include, but are not limited to:

- **Encryption:** We use industry-standard encryption protocols to protect your personal data during transmission and storage.
- **Access Controls:** Access to your personal data is restricted to authorized personnel only. We employ the principle of least privilege and use role-based access control (RBAC) to ensure that staff members have access only to the data necessary for their role.
- **Secure Infrastructure:** Our Services are hosted on secure servers within the European Union, utilizing reputable cloud providers that offer robust security features and compliance with data protection regulations.
- **Monitoring and Logging:** Our systems are continuously monitored for vulnerabilities and suspicious activities. We maintain secure logs to help detect and respond to security incidents promptly.
- **Regular Security Assessments:** We perform regular security audits and assessments to ensure the effectiveness of our data protection measures and to stay updated with the latest security practices.
- **Data Minimization and Retention:** We collect and process only the personal data necessary for the purposes outlined in this Privacy Policy. Personal data is retained only for as long as needed to fulfill those purposes or as required by law, after which it is securely deleted or anonymized.
- **Incident Response:** In the unlikely event of a data breach, we have procedures in place to respond promptly. We will notify you and the relevant supervisory authorities as required by law, detailing the nature of the breach and the measures taken to mitigate its impact.

The complete list of our data security protocols can be made available on-demand.

### 2.6. International Data Transfers

We primarily store and process Personal Data on secure servers within the European Union. However, for certain aspects of our Services, your information may be transferred or accessed outside the European Economic Area (EEA). In such cases, we take our best efforts to ensure appropriate safeguards are in place to protect your data in accordance with applicable data protection laws, including the GDPR. If you have any questions or would like more information about these practices, please contact us at [contact@salesautomation.io](mailto:contact@salesautomation.io).

---

### **3. Legal Basis for Data Processing**

#### **3.1. Grounds of Processing**

We process personal data based on the following legal grounds:

- Contractual Necessity – When data processing is essential to providing our Services.
- Legal Obligation – When processing is required to comply with applicable laws or regulations.
- Legitimate Interests – When necessary for improving services, ensuring security, and other essential business purposes, provided they do not override your rights.
- Consent – When you have explicitly given us permission to process your data for specific purposes, such as marketing.

#### **3.2. Data Processing Roles**

##### **3.2.1. When We Are the Controller**

We act as a data Controller only when we use user-provided data for our own internal business purposes—for example, product communications, platform improvements, support, and generic operational analytics.

##### **3.2.2. When We Are the Processor**

When you use our Services and direct us to handle data on your behalf, you (the user) act as the data Controller, and we act solely as your data Processor, following your instructions. You are responsible for ensuring that data you submit or process via our Services is collected and handled lawfully, including obtaining any necessary consents and handling data subject rights requests under applicable laws.

---

### **4. User Consent and Rights**

#### **4.1. Consent**

By accessing or using our Services, you consent to the collection, use, and processing of your Personal Data as described in this Privacy Policy, our Terms and Conditions and the Data Processing Agreement where applicable. We may request additional consent for specific uses of your information; where applicable, we will provide clear means to grant or deny such consent.

#### **4.2. Withdrawal of Consent**

You have the right to withdraw consent at any time by contacting us by email at [contact@salesautomation.io](mailto:contact@salesautomation.io). Note that withdrawing consent may limit your ability to use certain features, but it is entirely your choice; we do not require consent for unnecessary processing.

#### **4.3. Your Rights Under GDPR**

As a user of our Services, you have rights under the General Data Protection Regulation (GDPR), including:

- Right to Access: Request information about the Personal Data we hold about you.
- Right to Rectification: Request corrections to inaccurate or incomplete data.
- Right to Erasure: Request the deletion of your Personal Data under certain circumstances.
- Right to Object: Object to the processing of your data in certain situations.
- Right to Restrict Processing: Request that we limit the processing of your Personal Data in certain circumstances.

- **Right to Data Portability:** Receive your Personal Data in a structured, commonly used, and machine-readable format.

You have the right to file a complaint directly with us at [contact@salesautomation.io](mailto:contact@salesautomation.io) or with your local supervisory authority. We may request proof of identity to protect your data from unauthorized access.

---

## **5. Children's Privacy**

Our Services are not intended for individuals under the age of 18. We do not knowingly collect or solicit information from individuals under the age of 18. If we learn that we have collected Personal Data from an individual under the age of 18, we will take steps to remove such information and terminate the child's account.

---

## **6. Third Party Providers**

### **6.1. Google**

The use of information received, and any transfer of information to any other app, from Google APIs will adhere to Google's Limited Use Requirements. Any information received or provided to Google APIs will adhere to the Google API Services User Data Policy. You can find it here:

<https://developers.google.com/terms/api-services-user-data-policy>

We do not use any data obtained from Google API's for the purposes of developing, training or improving any generalized or non-personalized artificial intelligence and/or machine learning models.

---

## **7. Disclosure of Information – Recipients**

We do not sell or monetize your data. However, we may share it under the following circumstances:

- **Trusted Third-Party Service Providers.** For necessary business functions, such as hosting, authentication, cybersecurity, or fraud prevention.
  - **With Your Consent.** For example, if you approve the use of your personal details in a customer testimonial.
  - **Legal Obligations or Protection of Rights.** We may disclose data if required by law (e.g., in response to subpoenas or court orders) or to protect our legal rights and interests.
  - **Affiliates and Partners.** Where needed to operate or improve our Services and for any purpose described in this policy (e.g., shared infrastructure or corporate affiliates).
- 

## **8. Changes and Amendments**

In case of changes to this Privacy Policy, registered users will be notified via email. If you do not agree with the changes, you have the right to close your account before the changes take effect. You can request to have your account deleted by emailing [contact@salesautomation.io](mailto:contact@salesautomation.io).

---

## **9. Contact Information**

For inquiries or questions, please contact us at [contact@salesautomation.io](mailto:contact@salesautomation.io).