

VALUENITE IT

PRIVACY POLICY

Valuenite (operating under the commercial name Valuenite IT)

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2026 Edition

1. Introduction

1.1 Identity

Valuenite, a sole proprietorship registered in the Netherlands, operates under the commercial name “Valuenite IT” (hereinafter referred to as “Valuenite”). Valuenite is registered with the Dutch Chamber of Commerce (KvK) under number 95493964 and can be contacted at contact@valuenite.net.

1.2 Data Controller

Valuenite acts as the data controller for all personal data collected through its website, services, communication channels, and third-party tools used to deliver its Services. This means Valuenite determines how and why personal data is processed.

1.3 Purpose of This Policy

This Privacy Policy explains how Valuenite collects, uses, stores, and protects personal data, in accordance with the General Data Protection Regulation (GDPR) and applicable Dutch data protection law.

1.4 Scope

This Privacy Policy applies to all individuals interacting with Valuenite, including:

- website visitors
- clients of Website Packages, Website Care & Growth Plans, and Social Media Plans
- leads who submit information through forms, funnels, or checkout systems
- individuals whose data is processed in the course of Valuenite delivering its Services to a client (such as audiences, followers, or engagement participants on managed social media accounts)

2. Personal Data Collected

2.1 Data Provided by the User

Valuenite may collect personal data provided directly by the user, including:

- name
- email address
- phone number
- business information (company name, role, industry)
- billing and payment information (where applicable, processed via third-party payment providers)
- brand assets, content, materials, and instructions provided in connection with Services
- any information submitted through forms, onboarding processes, or communication

2.2 Data Collected Automatically

When using Valuenite’s website or services, certain data may be collected automatically, including:

- IP address
- browser and device information
- usage behavior and interaction data
- cookies and tracking information (subject to consent where required)

2.3 Data from Client Accounts (Plan Clients)

Where the Client has subscribed to a Website Care & Growth Plan or a Social Media Plan, Valuenite may, with the Client's authorization, access and process personal data through accounts operated on the Client's behalf, including:

- hosting account access and analytics data
- Google Analytics, Google Search Console, and Google Ads account data
- Meta Business, Facebook, Instagram, TikTok Ads, LinkedIn, X, YouTube, and other social platform account data
- audience, follower, comment, direct message, and engagement data within those accounts
- performance metrics, ad data, and reporting information

The Client remains the data controller of personal data within their own accounts; Valuenite acts as a data processor with respect to such data, in accordance with the underlying Agreement.

2.4 Data from Third Parties

Valuenite may receive personal data through third-party services, including:

- payment providers (e.g. CopeCart, Stripe)
- analytics services (e.g. Google Analytics)
- communication tools (email providers, WhatsApp, SMS, Telegram)
- advertising platforms (e.g. Google Ads, Meta Business, TikTok Ads)

3. Purpose of Data Processing

3.1 Service Delivery

Personal data is processed to:

- execute Agreements
- deliver website, digital, and social media services
- manage and complete Projects and Plans
- provide ongoing support and reporting

3.2 Communication

Personal data is used for communication purposes, including:

- email correspondence
- WhatsApp, SMS, Telegram, and other messaging communication
- recorded voice messages where used as communication channel
- project coordination, approvals, and updates

3.3 Payments

Personal data is processed to handle payments, manage billing, issue invoices, and process refunds where applicable. Payment data itself is processed by third-party providers (such as CopeCart and Stripe), and Valuenite generally does not store full payment card details.

3.4 Marketing

Where the user has consented, personal data may be used to send email updates, share offers, or announce new services. Marketing communications can be unsubscribed from at any time using the link in any marketing email or by contacting Valuenite.

3.5 Analytics & Optimization

Personal data may be used to:

- analyze website performance
- understand user behavior and improve the funnel
- measure the effectiveness of marketing and content efforts
- optimize Services delivered to Clients

4. Legal Basis for Processing (GDPR)

4.1 Contractual Necessity

Personal data is processed where necessary to perform the Agreement and deliver Services requested by the Client.

4.2 Consent

Personal data is processed based on consent for marketing communications and non-essential cookies and tracking technologies. Consent may be withdrawn at any time without affecting the lawfulness of processing carried out before withdrawal.

4.3 Legitimate Interest

Valuenite may process personal data based on legitimate interest, including:

- business operations and service improvement
- fraud prevention and platform security
- communication with clients and prospects
- portfolio and case-study use of completed work, in accordance with the Terms & Conditions

Such processing is carried out only where these interests are not overridden by the rights and freedoms of the individual.

4.4 Legal Obligation

Some data is processed to comply with legal obligations, including tax, accounting, and statutory record-keeping requirements under Dutch law.

5. Data Sharing

5.1 Third-Party Service Providers

Valuenite may share personal data with third-party providers where necessary, including:

- payment processors (e.g. CopeCart, Stripe)
- email providers (e.g. Gmail, Microsoft 365)
- analytics services (e.g. Google Analytics, Google Search Console)
- communication platforms (WhatsApp, Telegram, SMS services)
- advertising platforms (Google Ads, Meta Business, TikTok Ads)
- social media platforms (Meta/Facebook/Instagram, TikTok, LinkedIn, X, YouTube) where Services involve managing accounts on those platforms
- hosting and infrastructure providers
- project and content management tools

5.2 Purpose of Sharing

Personal data is shared only for the purposes of:

- service delivery and execution of Agreements
- payment processing and billing
- communication with the Client and audiences within Plan scope
- analytics, reporting, and optimization
- compliance with legal obligations

5.3 No Sale of Data

Valuenite does not sell personal data to third parties under any circumstances.

5.4 Data Processors

Where Valuenite engages third-party processors (such as those listed above), Valuenite ensures that these processors offer appropriate safeguards and have entered into data processing agreements where required by GDPR.

6. International Data Transfers

6.1 External Processing

Personal data may be processed outside the European Economic Area (EEA) where third-party service providers operate internationally, in particular for analytics, advertising, hosting, and communication services provided by U.S.-based companies.

6.2 Safeguards

Where personal data is transferred outside the EEA, Valuenite relies on appropriate safeguards as required under GDPR, including Standard Contractual Clauses, adequacy decisions, or other recognized transfer mechanisms.

7. Data Retention

7.1 General Principle

Personal data is retained only for as long as necessary to fulfill the purposes for which it was collected, or as required by applicable law.

7.2 Retention Categories

Different types of data are retained as follows:

- Client data: retained for the duration of the Agreement and any period required by Dutch tax and accounting law (typically seven years for invoicing data)
- Communication data: retained for the duration of the Project or Plan and for a reasonable period thereafter for support and dispute purposes
- Inquiry or lead data: retained for a reasonable follow-up period, typically not exceeding 24 months unless ongoing engagement justifies longer retention
- Marketing data: retained until consent is withdrawn or the user becomes inactive
- Analytics data: retained according to the settings of the analytics tools used
- Account access tokens (e.g. for managed social media or advertising accounts): retained only for the duration of the Plan and revoked upon termination

7.3 Deletion

Personal data is deleted, anonymized, or rendered inaccessible when it is no longer necessary for the purposes for which it was collected.

8. User Rights (GDPR)

Under the GDPR, users have the following rights regarding their personal data:

- the right to access their personal data
- the right to correct inaccurate or incomplete data
- the right to request deletion (“right to be forgotten”)
- the right to restrict processing
- the right to object to processing based on legitimate interest or for marketing purposes
- the right to data portability
- the right to withdraw consent at any time, where consent is the legal basis for processing

8.1 Exercising Rights

Requests relating to these rights may be submitted via contact@valuenite.net. Valuenite will respond to such requests within one (1) month in accordance with applicable law. Valuenite may request additional information to verify the requester’s identity before fulfilling the request.

8.2 Right to Lodge a Complaint

If a user believes that their personal data is being processed unlawfully, they have the right to lodge a complaint with the competent supervisory authority. In the Netherlands, this is the Autoriteit Persoonsgegevens (Dutch Data Protection Authority), accessible at autoriteitpersoonsgegevens.nl.

9. Cookies & Tracking

9.1 Use of Cookies

Valuenite uses cookies and similar technologies, which may include:

- functional cookies (necessary for website operation)
- analytical cookies (to measure and improve performance)

- marketing cookies (where consent is obtained, for retargeting and advertising)

9.2 Purpose of Cookies

Cookies are used to ensure proper functioning of the website, analyze user behavior, improve performance and user experience, and where consent is given, support marketing and remarketing efforts.

9.3 Consent

Where required by law, user consent is obtained before placing non-essential cookies. Users may withdraw consent at any time through the cookie settings or browser preferences.

10. Data Security

10.1 Security Measures

Valuenite implements appropriate technical and organizational measures to protect personal data against unauthorized access, loss, misuse, disclosure, or alteration. Measures include access controls, encryption in transit, secure third-party providers, and access permissions limited to what is necessary.

10.2 Limitation

Despite these measures, no system or method of data transmission can be guaranteed to be completely secure. Users acknowledge that data transmission over the internet involves inherent risks.

10.3 Data Breach Notification

In the event of a personal data breach that is likely to result in a risk to the rights and freedoms of data subjects, Valuenite will notify the Autoriteit Persoonsgegevens within 72 hours of becoming aware of the breach, and where required, will inform affected data subjects without undue delay.

11. Social Media & Advertising Platforms

11.1 Independent Data Processing

When Valuenite manages social media accounts or advertising campaigns on behalf of a Client, those platforms (Meta/Facebook/Instagram, TikTok, LinkedIn, X, YouTube, Google Ads, etc.) act as independent data controllers or joint controllers in respect of the data collected through their platforms. Their own privacy policies apply to data they collect.

11.2 Audience and Engagement Data

When Valuenite manages a Client's social media accounts, audience and engagement data (followers, comments, likes, direct messages) is processed within those platforms in accordance with their respective privacy policies. Valuenite accesses this data only as necessary to perform the agreed Services.

11.3 Audience-Facing Privacy

Audiences and followers of Client accounts managed by Valuenite should refer to the Client's privacy policy and the relevant platform's privacy policy to understand how their data is processed. Valuenite does not have a direct relationship with such audiences.

12. Third-Party Links

The website or Services may contain links to third-party websites, platforms, or content. Valuenite does not control these external destinations and is not responsible for their content or privacy practices. Users are encouraged to review the privacy policies of such third parties.

13. Artificial Intelligence Tools & Automation

13.1 Use of AI Processors

Where Valuenite delivers AI integration and automation services, personal data provided by or on behalf of the Client may be processed through third-party AI and automation platforms acting as processors or sub-processors. Depending on the solution, these may include automation tools (such as Make, n8n, or Zapier) and AI model providers (such as OpenAI or Anthropic).

13.2 Controller and Processor Roles

When Valuenite builds and operates an AI solution that processes personal data on behalf of a business Client, Valuenite acts as a processor and the Client is the controller; a separate data processing agreement governs that relationship. For Valuenite's own website and the AI Opportunity Scan, Valuenite acts as the controller.

13.3 Data Processed

Data processed through AI tools is limited to what is needed to deliver the relevant automation or assistant, for example incoming messages, enquiries, documents, or records that the workflow is designed to handle.

13.4 Safeguards and Model Training

Valuenite selects providers that offer appropriate security and data-processing terms and, where feasible, configures tools so that inputs are not used to train third-party models. Some providers are located outside the EEA; in such cases, transfers are covered as described in the International Data Transfers section above.

13.5 No Solely Automated Decisions

Valuenite does not use AI to take decisions that produce legal or similarly significant effects concerning individuals without human involvement, unless expressly agreed with the Client and supported by a valid legal basis.

14. Valuenite Academy (Course Accounts)

14.1 Account Data

When a user purchases or registers for a course through Valuenite Academy, Valuenite (through its learning platform) processes account and profile data, including name, email address, login credentials, purchase history, and course progress and activity.

14.2 Purposes and Legal Basis

This data is processed to provide access to courses, track progress, provide support, process payments, and send course-related and, where consented or otherwise permitted, marketing communications. The legal bases are performance of the agreement, legitimate interests, and, where applicable, consent.

14.3 Processors

The Academy runs on third-party platforms, including the learning management system and the payment provider (for example CopeCart), which process personal data as processors on Valuenite's behalf in accordance with the Data Sharing section above.

14.4 Affiliate Program

Where a user joins the Academy affiliate or referral program, Valuenite processes the data needed to track referrals and pay commissions.

14.5 Retention

Account and progress data is retained for as long as the account is active and for any further period required by legal, tax, and accounting obligations, after which it is deleted or anonymised.

15. Changes to This Policy

15.1 Right to Update

Valuenite reserves the right to update or modify this Privacy Policy at any time.

15.2 Publication of Changes

Any material changes will be published on the website. Continued use of the Services after such updates may be considered acceptance of the revised policy.

16. Provision of Data

16.1 Necessity of Data

Providing certain personal data is necessary in order to enter into an Agreement and receive Services from Valuenite.

16.2 Consequences of Non-Provision

If required personal data is not provided, Valuenite may be unable to perform the requested Services and the Agreement may not be executed or may be terminated.

17. Contact

For questions, requests, or concerns regarding this Privacy Policy or the processing of personal data, users may contact Valuenite at:

- Email: contact@valuenite.net
- KvK: 95493964