Privacy Policy

SeoLinq

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This English version is a translation of the official Dutch Privacy Statement ('Privacyverklaring'), provided for informational purposes only. In the event of any discrepancy, ambiguity, or dispute regarding the interpretation of any provision, the original Dutch text shall prevail and be legally binding.

1. Introduction

SeoLinq respects the privacy of all clients and visitors of its website. This privacy policy explains which personal data we process, why we do so, and how we handle this data.

SeoLinq is located in Blaricum, registered with the Dutch Chamber of Commerce (Kamer van Koophandel) under number 98599429, and acts as the data controller within the meaning of the General Data Protection Regulation (GDPR).

For questions regarding this policy, you can contact us at admin@seolinq.nl.

2. Personal Data We Process

SeoLinq exclusively processes personal data that is necessary for the performance of our services. This includes, among other things:

- Name and contact details: Such as first and last name, email address, phone number, company name, and job title.
- Invoicing and payment details: Such as IBAN, account holder name, and company address (for the purpose of SEPA direct debits and invoicing).
- Communication data: Such as correspondence via email or contact forms.
- Technical data: Such as (anonymised) IP address, browser information, and functional log data for the purpose of website security and performance.

We do not process special categories of personal data or sensitive data.

3. Purposes of Processing

We use this data for the following purposes:

- The execution of the agreed services, projects, and subscriptions.

- Managing client relationships and providing customer support.
- Handling payments and invoicing.
- Sending important service messages or relevant updates regarding our services.
- Securing, protecting, and ensuring the optimal functioning of our website.
- Complying with legal obligations (such as administrative and tax obligations).

4. Legal Bases for Processing

SeoLinq processes personal data solely on the basis of one or more of the following legal grounds under the GDPR:

- Performance of a contract (Article 6(1)(b) GDPR).
- Compliance with a legal obligation (Article 6(1)(c) GDPR).
- Legitimate interest (Article 6(1)(f) GDPR), for example, for maintaining business relationships, protecting our IT infrastructure against cyberattacks, or analyzing global site statistics without impacting privacy.
- Consent, if explicitly granted (for example, for newsletters).

5. Cookies and Similar Technologies

SeoLinq does not use marketing, tracking, or analytical cookies that infringe upon the personal privacy of the website visitor. Because we respect the privacy of our visitors, no cookie banner is required on our website.

We exclusively use privacy-friendly and functional technologies:

- **Cloudflare**: This service is used for the overall speed, optimization, and security (such as DDoS protection) of our website. Cloudflare processes basic technical network data (such as IP addresses) for this purpose, which is immediately anonymized or used exclusively for security logs.
- **Google Search Console**: We use this platform to analyze how our website performs within Google search results. This platform only collects aggregated, non-identifiable statistical data. No tracking cookies are placed on your device for this purpose.

6. Retention Periods

We do not store personal data longer than strictly necessary for the purposes for which it was collected. We apply the following retention periods:

- Client and invoicing data: 7 years (to comply with the statutory fiscal retention obligation of the Dutch Tax Authorities).
- Communication data: Up to a maximum of 1 year after the final completion of the active service provision or the last contact.
- Technical log data (Cloudflare): A maximum of 30 days, unless a specific security incident necessitates longer retention.

7. Sharing Data with Third Parties

SeoLinq does not sell your data to third parties and only shares personal data if this is necessary for the performance of our contract or to comply with a legal obligation. We utilize the following categories of processors:

- Payment and banking processors (for the processing of SEPA direct debits).
- Administration and accounting software.
- External partners involved in the execution of backlink or promotional services.
- Email, automation, and hosting providers.
- Security and infrastructure partners (Cloudflare).

8. Data Security

SeoLinq takes appropriate technical and organizational measures to protect personal data against loss, misuse, or unauthorized access. Examples of this include:

- The consistent use of encrypted connections (SSL/TLS) on all our platforms and websites.
- Restricted and strictly shielded access to systems based on necessary functions (least privilege principle).
- The use of strong, unique passwords and, where possible, two-factor authentication (2FA).

9. Rights of Data Subjects

As a data subject, you have the following rights under the GDPR regarding your personal data:

- Right of access to the personal data we process about you.
- Right to rectification (correction) or complete erasure (right to be forgotten).
- Right to restriction of processing.
- Right to data portability (transfer of data).

- Right to object to the processing.
- Right to withdraw consent (if applicable).

Requests regarding these rights can be directed to admin@seolinq.nl. To ensure that the request is made by the rightful person, we may ask you to adequately identify yourself. We will respond to your request within 30 days at the latest.

10. Complaints

If you believe that SeoLinq is not handling your personal data correctly, we would naturally like to hear from you so that we can find a solution together. Additionally, you have the legal right to file a complaint with the national supervisory authority, the Dutch Data Protection Authority (Autoriteit Persoonsgegevens via www.autoriteitpersoonsgegevens.nl).

11. Amendments

SeoLinq reserves the right to unilaterally amend this privacy policy if legislation or our actual service provision gives cause to do so. The most current version is always available on seolinq.nl.