



## **Privacy Statement Anicha Consultancy**

At Anicha Consultancy, we take your privacy seriously and we are committed to safeguarding your privacy while protecting the confidentiality of your personal information. This Privacy Statement outlines our practices regarding the collection, use, disclosure, and protection of the information you provide to us when you visit our website or engage with our services.

### **Company details**

Anicha Consultancy  
Da Costakade 69-huis  
1053 WH Amsterdam  
KVK: 89011147

[hello@anichaconsultancy.com](mailto:hello@anichaconsultancy.com)

### **Legitimate Interest:**

For certain purposes, Anicha Consultancy may process personal data based on the principle of 'legitimate interest'. This involves weighing our interest in processing your personal data against your right to privacy. Anicha Consultancy ensures that only personal data when our legitimate interest outweighs your interest is processed, and strictly limit the collection to what is necessary to achieve the intended purpose. Additionally, we refrain from processing personal data for longer than is necessary.

### **1. Information We Collect:**

- **Personal Information:** We may collect various types of personal information, including but not limited to your name, email address, phone number, job title, company name and any other information you voluntarily provide to us. We may collect this information when you visit our website, fill out forms on our site, interact with us via email or phone, or engage with our services.
- **Usage Information:** We automatically collect information about your interaction with our website, including your IP address, browser type, device information, and pages visited.
  - *GDPR Base:* legitimate interest
  - *Retention Period:* Indefinite term, no longer than necessary



## **2. How We Use Your Information:**

- We use the information we collect to provide and improve our services, respond to your inquiries, personalize your experience, and communicate with you about our offerings.
- We may also use your information for marketing purposes, such as sending you promotional emails about our services or special offers.
- In summary below overview provides insights into the purposes we may use your personal information (e.g. like, not limited to, your company name, logo, job profiles, name, address, VAT number ) for:
  - To provide and deliver our services to you
  - To communicate with you and respond to your inquiries
  - To personalize your experience and tailor our services to your needs
  - To manage our business operations, including billing and accounting
  - To design, create and confirm collaboration offers (e.g. project proposals, coaching trajectories)
  - To create and confirm appointments
  - To process hour registrations
  - To share content on social media
  - To process your profile information for a career application
  - To comply with legal and regulatory requirements
  - To improve our website, services, and customer support
- *GDPR Base:* depending on the above requirement can vary from permission, legitimate interest, to execution of agreement.
- *Retention Period:* depending on the GDPR base.

## **3. Sharing Your Information:**

- We do not sell, trade, or otherwise transfer your personal information to third parties without your consent, except as required by law or to fulfill our business obligations.
- We may share your information with trusted third-party service providers who assist us in operating our website, conducting our business, or servicing you, as long as those parties agree to keep this information confidential.



#### **4. Cookies and Similar Technologies:**

We may use cookies, web beacons, and other tracking technologies to enhance your browsing experience, analyze website traffic, and gather information about how you interact with our site. You can manage your cookie preferences through your web browser settings.

#### **5. Third-Party Links:**

Our website may contain links to third-party websites or services. We are not responsible for the privacy practices or content of these third-party sites. We encourage you to review the privacy policies of any third-party sites you visit.

#### **6. Data Security:**

- We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, disclosure, alteration, or destruction.
- However, please be aware that no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee the absolute security of your data.

#### **7. Your Rights:**

- You have the right to access, update, or delete your personal information at any time. You may also opt-out of receiving promotional communications from us by following the unsubscribe instructions provided in our emails.
- If you have any questions or concerns about our privacy practices or wish to exercise your rights, please contact us using the information provided below.

#### **8. Changes to this Privacy Statement:**

- We reserve the right to update or modify this Privacy Statement at any time. Any changes will be effective immediately upon posting on our website. We encourage you to review this Privacy Statement periodically for any updates.

#### **9. Contact Us:**



- If you have any questions or concerns about this Privacy Statement or our privacy practices, please contact us at [hello@anichaconsultancy.com

By using our website or engaging with our services, you consent to the collection and use of your information as outlined in this Privacy Statement.

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