

# Privacy Statement for utiq.com

This privacy statement applies when you visit or interact with the utiq.com website or if you are one of our prospective or current **business customers**. We have a dedicated [Utiq Privacy Statement](#) for the Utiq technology in consenthub. If you are a user of participating websites making use of the Utiq technology and you are looking for information including how to manage your Utiq consents, please visit [consenthub](#).

This privacy statement explains how we collect, use, share and protect your personal data when you visit and interact with [www.utiq.com](http://www.utiq.com) or contact us about or engage our services. It also provides information about your rights.

In case of changes to this privacy statement, we will update the content and revise the date of last update, so we encourage you to check back to stay informed.

**Last updated:** 16 May 2024

## 1. [Who we are / data controller](#)

We are Utiq SA/NV (“Utiq”), the controller of your personal data.

In this privacy statement “we”, “us” and “our” means Utiq;

Our registered office is Utiq SA/NV, Rue aux Laines 70, 1000 Brussels, Belgium. We are registered in Belgium under company number 0799.155.284.

## 2. [How to contact us](#)

You can reach our Data Protection Officer and ask any questions about how your personal data is processed, how to exercise your rights or about this privacy statement by contacting [privacy@utiq.com](mailto:privacy@utiq.com).

## 3. [What personal data we process and why](#)

### 3.1. Responding to your requests

We will process the following personal data, to the extent that you have provided us with it, to respond to your requests, including any queries, when you contact us directly or via our website (for example if you complete our “Get in touch” form):

- Your contact details, such your name, email address, phone number and company/sector;

- Content of your query or request.

We do this based on our legitimate business interest to respond to your requests and manage our engagement with you.

### **3.2. Use of Captcha in this website**

When you contact us via our “Get in touch” form, the personal data listed below will be processed by Friendly Captcha (our processor) to protect against spam and malicious activity:

- A hashed value of your IP address; user agent, origin and referrer of the HTTP request; widget version; timestamp of request; and the puzzle itself.

This processing is done based on our legitimate interest to protect against spam and malicious activity.

Visit [Friendly Captcha Privacy Policy](#) for more information, including retention periods.

### **3.3. Marketing communications and sales**

Where applicable, we will also process your contact details to support our marketing communications and sales process, for example to reach out to you because we believe our technology would be of interest to your business. We will collect your contact details when you provide them to us, for example via email or in person, or via this website.

We make use of a dedicated platform to manage the above, which is provided by [Pipedrive](#) (our processor).

We do this based on our legitimate interest to ensure that we communicate with you in the most effective way.

### **3.4. Business customer management**

Where you engage our services and become our **business customer**, we will process your contact details (including name, role/job title, email, and phone number if relevant) to manage our business relationship with you and provide any necessary integration and ongoing operational support.

We make use of successhub, our dedicated platform provided by [EverAfter](#) (our processor), to help us manage the above.

We do this based on our legitimate business interest to provide our service and manage our business relationship with you.

## **4. Who we share your personal data with**

Where applicable, your personal data will be processed by third parties we engage to provide services to us or on behalf of us, including to operate this website and for business customer services as mentioned in the previous section.

## **5. How long we keep your personal data for and where we process it**

We keep personal data in line with the following:

- We will keep correspondence related to requests or queries for a reasonable period in case you reach out to us again, for example if we have not engaged with or heard from you after some time, we will delete your personal data after 2 years.
- We will keep your contact details for marketing communications and sales for a reasonable period, for example if we have not engaged with or heard from you, we will delete your personal data after 2 years.
- Where we process your personal data for business customer management purposes, we will keep this information for as long as our business relationship is active and for up to 90 days after it ends.

We and our service providers process personal data in the European Economic Area (EEA) and countries considered to have equivalent laws to the EEA when it comes to privacy and data protection, including the UK and US.

Where we share or store your personal data, we will make sure appropriate protection is in place to protect your personal data in line with data protection laws.

## 6. Your rights

You have a number of rights under data protection law. Where applicable, you can exercise these rights by contacting us at [privacy@utiq.com](mailto:privacy@utiq.com).

**Right of access** – You have the right to ask us to confirm what personal data we hold about you and how it has been processed, as well as to request a copy.

**Right to rectification** – You have the right to ask us that personal data we hold about you is corrected.

**Right to erasure** – You have the right to ask us to delete your personal data in certain circumstances.

**Right to restriction of processing** - You have the right to ask us to restrict the processing of your personal data in certain circumstances.

**Right to object** - You have the right to object to the processing of your personal data in certain circumstances.

**Right to lodge a complaint** - If you have a complaint, you can contact us on [privacy@utiq.com](mailto:privacy@utiq.com). If we are unable to resolve your concerns, you can contact the Belgian data protection regulator (APD) – their details can be found at <https://www.autoriteprotectiondonnees.be/citoyen/agir/contact>. Alternatively, you may also contact your own data protection authority in the country you reside.

## **7. Cookies and other similar technologies used in this website**

In this website (utiq.com) we currently only use the following strictly necessary cookies/other similar technologies:

**Name:** Friendly Captcha Widget

**Type:** First party / Strictly necessary

**Purpose:** Used to protect against spam and malicious activity when you use our “Get in touch” form. See [Friendly Captcha Privacy Policy](#) for full details.

**Expiration time:** Session based

Our website also uses Plausible Analytics to help us understand overall visitor trends and the effectiveness of our marketing activities. Plausible Analytics doesn't set any cookies in your browser nor does it collect any personally identifiable information, instead the site measurement is carried out anonymously to generate aggregated site statistics only.

See [Plausible Analytics Privacy Policy](#) for more information.

## **8. Previous versions of utiq.com privacy statement**

- Utiq.com privacy statement (27 April 2023)