

## **Fellow**

### **Our Vision on Privacy**

Fellow ("we", "us", "our"), based in the Netherlands, provides services to our website visitors, (former) customers, and other individuals who have contacted us ("you"). Our services include, among other things, offering an accessible and efficient tool that facilitates social media planning and management, as well as other services as described on our website and in our general terms and conditions. In the context of these services ("Services"), we process personal data.

We attach great importance to the protection of the personal data we process. In accordance with the General Data Protection Regulation (GDPR), we process personal data carefully and in compliance with privacy guidelines. The purpose of this privacy statement is to explain how we safeguard privacy and how we handle personal data.

Do you have questions about this privacy statement? This document explains how you can contact us.

### **Who processes your personal data?**

This privacy statement concerns the processing of personal data by Fellow as the data controller. Our company is located at:

2e Industrieweg 26  
3411 ME Lopik  
The Netherlands

You can contact us at any time via email at: [info@fellowtool.nl](mailto:info@fellowtool.nl)

### **Use of personal data**

If you use our website or the Services we offer, you may share personal data with us. We collect and use personal data that you directly provide to us. We will not use personal data for purposes other than those described in this statement unless you have given prior consent.

### **What personal data do we process?**

Personal data is any information that relates to you or can be linked to you. Any action performed with your personal data—such as collecting, storing, using, sharing, or deleting—is referred to as "processing" personal data.

We process personal data that you provide to us, for example by sending us an email or signing up for one of our Services.

When you use our Services, we may collect the following data:

- First and last name
- Address details
- Phone number
- Email address
- IP address
- Other personal data you actively provide, for example by creating a profile, in correspondence, or by phone
- Location data
- Data about your activities on our website
- Data about your browsing behavior across different websites (for example because this company is part of an advertising network)
- Internet browser and device type
- Bank account number
- Other information you voluntarily share, such as social media accounts, browser settings, feedback, and opinions
- Other information necessary for providing our services

This may include personal data that you provide directly, but also data obtained via clients or the Dutch Chamber of Commerce. We always ensure that we do not collect unnecessary information and only use data required for the functioning of our tool and services.

## **Under 16 years of age**

Our website and platform are not intended to collect data from visitors under the age of 16 without parental or guardian consent. However, we cannot verify the age of visitors.

We encourage parents to be involved in their children's online activities to prevent data collection without parental consent. If you believe we have collected personal data from a minor without permission, please contact us at [info@fellowtool.nl](mailto:info@fellowtool.nl), and we will delete this information.

## **For what purposes and on what legal basis do we process your personal data?**

We process your personal data for the following purposes:

- Registering and verifying users of our Services
- Providing and executing our Services
- Billing and financial administration
- Scheduling meetings or demos
- Responding to emails and requests
- Improving our website and services through behavior analysis
- Complying with legal obligations (such as tax administration)
- Sending newsletters (you can unsubscribe at any time)

We only process personal data when:

- it is necessary for the performance of an agreement,

- we are legally required to do so,
- we have a legitimate interest that does not disproportionately affect your privacy, or
- you have given consent (which can be withdrawn at any time).

## How do we handle your personal data?

We protect your personal data against loss, unlawful processing, or misuse. We have implemented the following technical and organizational measures:

- Logical access control (passwords and password management systems)
- Secure computer systems with SSL, firewalls, antivirus software, and DDoS protection
- Two-factor authentication
- Data processing agreements with third parties
- Data minimization and regular updates
- Short retention periods
- Encryption and pseudonymization where necessary
- Purpose-based access restrictions
- Disaster recovery backups at a separate physical location

## How long do we store your personal data?

We store your data only as long as necessary for the purpose for which it was collected and in accordance with legal retention periods.

In general, we store website visitor data for **12 months**. Personal data of users is stored for as long as they use our Services.

## Do we share your personal data with third parties?

We treat your personal data with care and do not share it with third parties without permission, except when necessary to provide our Services.

Your data may be shared with:

- CRM systems
- Scheduling tools such as Calendly
- Support/chatbot systems
- Email communication tools
- Platform providers
- Payment and accounting software
- Cloud storage providers
- Legal authorities if required by law

Your personal data will **never be sold or shared for commercial purposes**.

We only work with trusted parties that meet high data protection standards.

## **Third-party websites and services**

Our website may contain links to third-party websites such as social media platforms (e.g., TikTok). This privacy statement only applies to Fellow.

We recommend reading the privacy policies of third-party websites.

## **Transfer of personal data**

In some cases, personal data may be transferred outside the European Economic Area (EEA).

This will only happen in compliance with GDPR and appropriate safeguards will be implemented to ensure data protection.

## **Automated decision-making**

Fellow does not make decisions based solely on automated processing that significantly affect individuals.

## **Cookies**

Fellow uses functional, analytical, and tracking cookies.

Cookies are small text files stored on your device.

We use cookies to:

- ensure the website functions properly
- remember preferences
- analyze website usage
- improve services
- track website activity

You can disable cookies in your browser settings.

Third parties such as Google Analytics and LinkedIn may also place cookies.

More information: [www.veiliginternetten.nl](http://www.veiliginternetten.nl)

## **Accessing or modifying your personal data**

You have the right to:

- access your personal data
- correct or delete data
- object to processing
- transfer your data
- withdraw consent

Requests can be sent to **info@fellowtool.nl**.

We respond within **4 weeks**.

Postal address:

Fellow  
Data access request  
2e Industrieweg 26  
3411 ME Lopik  
The Netherlands

## **Complaints**

You can file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens):

<https://autoriteitpersoonsgegevens.nl/contact>

## **Changes to this privacy statement**

Privacy regulations change regularly, and we may update this privacy statement.

The latest version is always available on our website.

Last updated: **29 February 2024**