

# Privacy Statement – Lightcube B.V.

This is the privacy statement of the private limited company Lightcube (hereinafter referred to as "Leadcube"). Leadcube is registered with the Chamber of Commerce under number 80509630 and is located at Vossenstraat 6 (6811JL), Arnhem. This document explains how Leadcube handles the processing of your personal data. When processing your personal data, Leadcube applies the utmost care.

## Collection of Personal Data

If you use the services of Leadcube, you provide certain personal data yourself, or personal data is collected in the context of the agreement. Personal data refers to any information related to an identified or identifiable natural person.

## Categories of Personal Data

Leadcube processes the following categories of personal data:

- Personal, contact, and address details, including date of birth, location data, phone number, and email address.
- Business details, including VAT and Chamber of Commerce registration numbers.
- Alternative delivery addresses.
- Vehicle details, including license plate information.
- Financial information, including transaction data.
- Account details, such as username and password.
- Other personal data provided by you.
- Data provided by third parties.

## Purpose of Processing

The personal data processed by Leadcube serves the following purposes:

- To contact you regarding the services you use and their execution.
- To perform its services.
- To improve its services.
- To process payments.
- To comply with legal obligations.
- To conduct marketing and communication activities, such as analyzing website visitor behavior to improve the website.
- To send newsletters.
- To offer personalized promotions.
- To exchange data with third parties when necessary for service execution.

## Legal Basis for Processing

Personal data is processed based on one of the following legal grounds:

1. Legal obligations.
2. Execution of an agreement.
3. Obtained (explicit) consent.
4. Legitimate interests.

Leadcube processes only the data it deems necessary for providing and improving its services. Personal data may also be processed when you visit the website [www.leadcube.io](http://www.leadcube.io) or other web pages if you have provided your consent.

## **Necessity of Processing**

Processing your personal data is necessary to deliver the services. Without this processing, the services cannot be fully performed. For certain specific purposes, explicit consent may be required, which must be provided separately.

## **Automated Decision-Making**

Automated decision-making may occur using computer systems or software without human involvement. You are responsible for ensuring the accuracy and completeness of the data you provide. Any errors or omissions in the data that result in damages are at your own risk.

## **Retention Period**

Personal data processed by Leadcube is retained in accordance with applicable laws and regulations. If a longer retention period is required by law, the data will be retained accordingly. Personal data is not stored longer than necessary.

## **Processing by Third Parties**

Leadcube shares personal data with third parties only when strictly necessary for the execution of an agreement or to comply with legal obligations. Personal data is never sold. Third parties with whom data is shared include:

- **Payment Providers** for financial transactions.
- **Accountants** for financial and contact details.
- **Software Providers** for executing agreements.
- **Website Managers** for website maintenance.
- **Engaged Third Parties** for service execution.

All third parties are bound by data processing agreements where applicable.

## **Security of Personal Data**

Leadcube takes appropriate technical and organizational measures to protect your data. This is done considering the current state of technology, implementation costs, and the nature, scope, and purposes of the processing.

## **Under 16 Years Old?**

If you are under 16, you may only provide personal data with the consent of a parent or legal guardian. Parents or guardians should review this statement and exercise rights on behalf of their children if necessary.

## **Rights of Data Subjects**

As a data subject, you have the following rights:

1. **Right to Access** – You can request details of the processing of your personal data.
2. **Right to Rectification** – You can correct inaccurate or incomplete data.
3. **Right to Erasure** – You can request the deletion of your personal data without undue delay.
4. **Right to Restriction** – You can request a limitation on data processing.
5. **Right to Data Portability** – You can request your data in a structured, machine-readable format for transfer to another party.
6. **Right to Object** – You can object to data processing for specific reasons, including profiling.

## **Complaints**

If you have a complaint about how Leadcube processes your data or wish to exercise your rights, you can contact Leadcube via the website or email at [info@leadcube.io](mailto:info@leadcube.io). To verify your identity, you may be asked to include a copy of your ID with sensitive details (photo and MRZ) obscured. Leadcube will respond within four weeks. You may also file a complaint with the Dutch Data Protection Authority via [\[this link\]\(https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons\)](https://autoriteitpersoonsgegevens.nl/nl/contact-met-de-autoriteit-persoonsgegevens/tip-ons).

## **Changes to Privacy Statement**

Leadcube may update this privacy statement at any time. The most recent version will always be available on the website. If changes impact previously collected data, Leadcube will notify you by email.

This version was last updated on December 1, 2024.