

Privacy statement

De Voorhoede

Last reviewed: 09-09-2025

Introduction

De Voorhoede takes your privacy very seriously and shall handle your personal data with the utmost security and care. In this Privacy Statement you will learn how we handle your data as well as learn about your rights concerning our processing of your data. We advise that you read this Privacy Statement thoroughly. Should you have any questions or remarks, please contact us at post@voorhoede.nl.

Who is De Voorhoede?

De Voorhoede is the besloten vennootschap De Voorhoede, with registered office at (1013 BB) Amsterdam at Koivistokade 70 listed at the Traderegister of the Dutch Chamber of Commerce under 56017235.

De Voorhoede is as the controller ultimately responsible with regard to the processing of your personal data.

How does De Voorhoede use your personal data?

Underneath you will find an overview of the purposes for the processing of your personal data. You will also find a specification of which data De Voorhoede uses for that specific purpose, the legal justification, and the amount of time De Voorhoede keeps this data. For clarity's sake, we have categorised the purposes.

Services, customer management and financial administration

Purpose:	Financial administration
Information:	Company name, Billing address, Bank details, Outstanding balance
Legal basis:	Legal obligation
Storage period:	As long as necessary for this purpose
Purpose:	CRM
Information:	Name, Email, Location, Order history, Social media account, Phone

Legal basis:	Legitimate interests
importance:	Commercial interests
Storage period:	As long as necessary for this purpose

Purpose:	Job application
Information:	Name, Email, Location, Order history, Social media account, Phone
Legal basis:	Legitimate interests
importance:	Commercial interests
Storage period:	As long as necessary for this purpose

Marketing

Purpose:	Direct marketing
Information:	Click behaviour Legitimate interests
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose

Purpose:	Retargeting
Information:	Click behaviour Legitimate interests

Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose

Purpose:	Social media marketing
Information:	Click behaviour Legitimate interests
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose

Purpose:	Newsletter
Information:	Name and e-mail address
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests
Storage period:	As long as necessary for this purpose

Website

Purpose:	Website analytics
Information:	Online behaviour, Location
Legal basis:	Legitimate interests
Interest concerned:	Commercial interests

Storage period: As long as necessary for this purpose

How did De Voorhoede obtain your personal data?

De Voorhoede has obtained your data because you have provided this data to us.

What are your rights?

Under the European General Data Protection Regulation you have a number of rights with regard to your data and the processing thereof:

Automated decision-making

De Voorhoede does not use automated decision-making as defined under the GDPR, i.e. processes that have legal effects on you or significantly affect you. We do make use of limited marketing automation, such as automatically sending LinkedIn invitations when someone interacts with our company content.

Access

You may access your personal information and make any necessary changes in your account. If you would like to see which personal

data De Voorhoede has obtained about you, you may exercise your right of access by submitting a request to De Voorhoede.

Making changes

If you wish to make changes to the personal information that you have seen as a result of a request for access and you are unable to make the changes yourself in your account, you may request that De Voorhoede makes these changes for you. You may request that De Voorhoede modifies, corrects, supplements, erases or shields your information.

Restriction of processing of personal data

You also have the right, under certain conditions, to ask De Voorhoede to restrict the processing of your personal data.

Right to object

If processing of your data takes place on the grounds of 'legitimate interest' by De Voorhoede or a third party, you have the right to object to that processing.

Portability of data

You have the right to obtain your personal data from De Voorhoede. De Voorhoede will provide this in a structured and commonly used format, which can easily be opened using commonly used digital systems.

Withdrawing consent

When the legal basis for a particular processing is your explicit consent, you have the right to withdraw that consent. This does not affect past processing, but does mean that we will no longer be allowed to process this data in the future. It may also result in De Voorhoede no longer being able to provide you with certain services.

Response from De Voorhoede

A request can be sent to post@voorhoede.nl. De Voorhoede will comply with your request as soon as possible and in any case no later than one (1) month after De Voorhoede has received such a request. If De Voorhoede rejects your request, we will indicate in our reply why the request was rejected.

Recipients of your personal data

De Voorhoede only shares your personal data with third parties when this is necessary for the provision of our services or when we are legally obliged to do so. This concerns the following categories of recipients:

- **Hosting providers and cloud services** for storing and managing data.
- **Email and communication services** for maintaining contact with clients and partners.

- **Accounting and administrative software** for processing our financial administration.
- **External advisors and service providers** such as accountants or legal advisors, when necessary for our business operations.
- **Government authorities and regulators**, only when we are legally required to disclose data.

What are cookies and how does De Voorhoede use them?

Cookies are small pieces of (text) information that are sent to your browser when you visit the website of De Voorhoede and then stored on the hard disk or in the memory of your device. The cookies placed via De Voorhoede's website cannot damage your device or the files stored on it. With 'cookies', we also mean comparable techniques collecting information, such as device fingerprinting. We only use functional cookies on De Voorhoede website.

Can changes be made to this Privacy Statement?

This Privacy Statement is subject to changes. We therefore advise you to regularly read the Privacy Statement for any such changes.

Questions, remarks, and complaints

If you have any questions regarding this Privacy Statement or the way in which De Voorhoede uses your data, you can send an e-mail to post@voorhoede.nl. If you have a complaint about the way your data is processed, please send an e-mail to post@voorhoede.nl.

Furthermore, you always have the right to contact the competent national data protection authority. In The Netherlands, this is the [Autoriteit Persoonsgegevens](#).