

Privacy Policy for The Purple Swans

Privacy Policy

Last updated: 10-12-2024

This Privacy Policy outlines how The Purple Swans collects, uses, and protects your information while engaging with our consultancy services. By using our services, you consent to the terms outlined in this Privacy Policy.

1. Interpretation and Definitions

1.1 Interpretation

Terms defined in this Privacy Policy are applicable regardless of their singular or plural form.

1.2 Definitions

For the purposes of this Privacy Policy:

- **You:** The individual, company, or other legal entity accessing or using the Service.
- **Company:** The Purple Swans, a company registered in The Netherlands, referred to as "We", "Us", or "Our".
- **Service:** The consultancy services offered by The Purple Swans, including strategic audits, workshops, and innovation development programs.
- **Personal Data:** Any information that identifies or could identify an individual.
- **Cookies:** Small files stored on your device that collect data about your use of the Service.
- **Data Controller:** The Purple Swans, responsible for determining how and why your data is processed.

2. Types of Data Collected

2.1 Personal Data

We may collect Personal Data, such as:

- Name and contact information (e.g., email address, phone number).
- Professional information (e.g., job title, organization).

2.2 Usage Data

Usage Data is collected automatically, such as:

- IP address, browser type, and version.
- Pages visited, time and date of visits, and time spent on pages.

3. How We Use Your Personal Data

The Purple Swans may use your data for purposes such as:

- Delivering consultancy services and strategic recommendations.
- Communicating service updates, newsletters, or promotional offers (with your consent).
- Enhancing the quality and delivery of our services.
- Analyzing trends and improving operational processes.

4. Legal Basis for Processing (GDPR Compliance)

We process your Personal Data based on:

- **Consent:** When you explicitly agree to specific uses.
- **Contract:** To fulfill obligations under service agreements.
- **Legitimate Interests:** For operational and service improvement purposes.

5. Sharing Your Personal Data

We may share your Personal Data with:

- **Service Providers:** For operational purposes such as analytics or payment processing.
- **Business Partners:** To offer you relevant services or promotions.
- **Legal Authorities:** When required by law.

6. Retention of Personal Data

We retain your Personal Data only as long as necessary to fulfill the purposes outlined in this Privacy Policy or to comply with legal obligations.

7. Your Data Protection Rights

You have the right to:

- **Access:** View the data we hold about you.
- **Rectify:** Correct any inaccuracies in your data.
- **Delete:** Request erasure of your data.
- **Restrict or Object:** Limit how we process your data or object to specific uses.

8. Data Security

We implement industry-standard security measures to protect your data. However, no system can guarantee absolute security.

9. Cookies and Tracking Technologies

We use cookies to enhance your experience. You can manage cookie preferences via browser settings.

10. International Data Transfers

Your data may be transferred and processed outside your country. We ensure adequate protection measures for such transfers.

11. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy. Material changes will be communicated via email or a notice on our website.

12. Contact Us

For any questions or requests related to this Privacy Policy:

- Email: info@thepurpleswans.com
- Website: www.thepurpleswans.com

