



**Youno**

Jan van Hooffstraat 8C  
5611 ED, Eindhoven  
Chamber of Commerce: 76435539

[support@youno.io](mailto:support@youno.io)

[www.youno.io](http://www.youno.io)

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## Privacy Policy Youno

Youno develops and sells software and applications.

Below, you can read how we handle your personal data. We do this as carefully and confidentially as possible.

### 1. About Us

Trade name: Youno

Address: Jan van Hooffstraat 8C

Postal code and city: 5611 ED Eindhoven

Establishment number: 000044222920

Chamber of Commerce: 76435539

Questions or requests?

Email address: [support@youno.io](mailto:support@youno.io)

Phone number: +31 6 20 43 43 95

### 2. Privacy

Youno respects the privacy of everyone who comes into contact with us. We ensure that the personal information you provide to us is treated confidentially. The processing of personal data is done in accordance with the requirements set by the General Data Protection Regulation (GDPR). This privacy policy describes how Youno handles personal data.

### **3. Personal Data**

**We process the following personal data:**

We may process the following personal data from you:

- a. Trade name (sole proprietorships and partnerships)
- b. First and last name
- c. Business address and postal address (sole proprietorships and partnerships)
- d. Chamber of Commerce number (sole proprietorships and partnerships)
- e. Email address
- f. Phone number (landline and mobile)
- g. Quote number and invoice number
- h. Payment details

Processing means receiving and storing to modifying, forwarding, and deleting.

#### **How do we obtain your personal data?**

We have obtained the above personal data from you because you actively provided it to us and because it is automatically passed on to us for technical reasons by using cookies. Or we have obtained the personal data through public registers such as the Chamber of Commerce trade register or other public sources (Social Media).

### **4. Purposes and bases of data processing**

**For these reasons, we process personal data:**

Your personal data is processed by us to establish and deepen the relationship with Youno. If you use our services such as concept development, social media marketing, copywriting, and branding, we will use your data to provide you with these services. Additionally, data is processed for marketing purposes and to optimize our services. We process your personal data only when we are allowed to do so under the GDPR and UAVG and for the purposes described below.

#### Contact

If you have contacted us by phone, email, WhatsApp, or social media, we have received data from you. We process this to respond to your message to us. In these cases, we process the data for up to 5 years to see, for example, when we last had contact, what it was about, and how you responded then. It is in our legitimate interest to know this so we can help you better and prioritize better.

#### Quotes

If you request a quote from us, we process your business and personal data to send a targeted quote. We keep quotes for 7 years. It is our legal administrative obligation to show what preceded an invoice. Additionally, we keep the quotes ourselves to see if you have requested a quote from us before and what its content was.

### Invoicing

If you have given us an assignment, we process the data necessary for the execution of that assignment. These are at least your name and email address and other data necessary to send a correct invoice. Upon payment, we will also see from which account this comes and who the account holder is. We keep quotes, invoices, and payment details for 7 years.

### Agreement

Besides being able to send quotes and invoices, we sometimes need your data to execute the agreement itself. We process this data at least during the agreement and as long as the statute of limitations has not expired.

### Marketing purposes

To find and approach new customers, we use personal data obtained via public registers or other public sources. We only use personal data when you have asked these sources or given permission to pass on your personal data.

### Tracking and analysis

We use Google Tag Manager, Google Analytics, and the Meta Pixel for tracking and analyzing website visits and marketing campaigns. These tools help us gain insight into the behavior of website visitors and optimize our marketing activities.

### **Execution of agreement**

In most cases, the above processing will be based on this legal basis. To execute our agreement with you, we need your data.

### **Legal obligation**

In some cases, such as keeping invoices for a period of 7 years, there is a legal obligation.

### **Legitimate interest**

In other cases, we have a legitimate interest in processing data. We have weighed our interest, such as the interest in initiating contact with (potential) customers, against the privacy interest of the person whose personal data we process on this basis. We will not process more data than necessary to achieve our goal and safeguard our legitimate interests.

## **5. Your Rights**

We are happy to inform you about your rights and the influence you can exercise on the processing of your personal data. If you wish to exercise any of these rights, please contact us by email at [support@youno.io](mailto:support@youno.io).

### **Access, rectification, and erasure**

You have the right to know which personal data we process about you and you may then request that it be rectified or erased.

### **Restriction of processing**

You have the right to request us to restrict the processing of your personal data, for example when the data is no longer correct, the processing is unlawful, we no longer need your personal data, or pending a decision on the objection you have made against the processing.

### **Right to object**

You have the right to object to the processing of your personal data. If you object to the use of personal data for direct marketing purposes, we will no longer use your personal data for that purpose.

### **Data Portability**

You have the right to receive your personal data from us in a structured, commonly used, and machine-readable format so that you can transfer it to another party when you have given us permission to process your personal data and when the processing has been done automatically.

### **Withdraw Consent**

If we have obtained your data for a particular purpose based on your consent, you may withdraw this consent at any time. Withdrawing consent does not affect the lawfulness of processing before the withdrawal.

### **Complaints**

Do you have complaints about how we handle your personal data? You have the right to submit your complaints to the Data Protection Authority via <https://www.autoriteitpersoonsgegevens.nl/een-tip-of-klacht-indienen-bij-de-ap>

## **6. Securing Personal Data**

We have taken appropriate organizational and technical measures to secure personal data against misuse, loss, or unlawful processing. If you think your data is not properly secured, please contact us at [support@youno.io](mailto:support@youno.io).

Personal data that we store from you in the context of our services are kept for five years. This period is linked to the limitation period for (liability) claims.

## **7. Cookies**

For optimal operation of our website, we use cookies. This includes functional cookies, tracking cookies, and analytical cookies from Google Analytics. You can disable cookies through your browser settings.

A cookie is a small file sent by our website and placed on your device by your browser. The information stored in the cookie can be sent back to our website when you visit the website again. More information about cookies can be found on the ConsuWijzer website: <https://www.consuwijzer.nl/veilig-online/cookies>.

### Tracking cookies

We collect data to gain a better understanding of our customers and website visitors so we can tailor our services accordingly. This website uses tracking cookies to track the behaviour of website visitors.

### Analytical cookies

Since we want to know how our visitors use the website so we can optimise its use, we use 'Google Analytics'. Therefore, analytical cookies from Google are placed via this website. These Google Analytics cookies are kept for 50 months. All data has been anonymised.

### Google Tag Manager

We use Google Tag Manager to easily manage scripts and tags, including those of Google Analytics and Google Ads tracking.

### Meta Pixel

We use the Meta Pixel for tracking Facebook and Instagram. This way, data is collected to analyse the behaviour of our website visitors and optimise our marketing efforts.

### Social media

Buttons of Social Media are included on our website. These work by means of pieces of code that come from those media themselves. These codes place cookies that can be read by these companies. This is used to recognise the website visitor when they are logged in to a social network. For the cookies placed by the Social Media parties and the possible data they collect with them, we refer to the statements that these parties give on their own websites (e.g. LinkedIn). Please note that these statements can change regularly.

### Disabling and deleting cookies

Do you want to disable or delete cookies? You can do this through your browser settings. Use your browser's help function to find out how to do this. However, some functions and services on our and other websites may not function properly if cookies are disabled in your browser.

### Links

On our website, you will find links to external websites. By clicking on a link, you go to a website outside of this one. These external websites may use cookies. We refer to the cookie or privacy statement of the relevant website for this.

## **8. Changes**

It may be that we need to change our privacy statement, for example, because we have adopted a different working method. We will always publish the new privacy statement on our website. It is therefore advisable to consult this privacy statement regularly. If the changes directly affect you, we will also communicate the changes directly to you.