



Privacy Policy DigiSocial ([www.digisocial.nl](http://www.digisocial.nl))

Last updated: 08-02-2026

## 1. Who are we?

DigiSocial ("DigiSocial", "we", "us", "our") is an online marketing and advertising agency.

Contact details

DigiSocial

Kantstraße 164, 10623 Berlin, Germany

Email: [hello@digisocial.nl](mailto:hello@digisocial.nl)

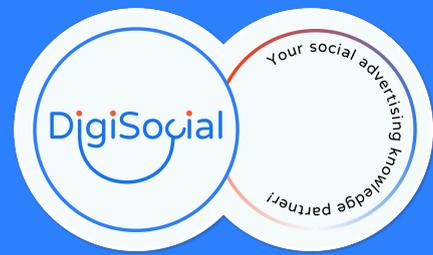
Website: [www.digisocial.nl](http://www.digisocial.nl)

## 2. What is this privacy policy about?

This privacy policy explains:

- which personal data we process;
- why and on which legal basis we process personal data (GDPR);
- how long we retain personal data;
- with whom we share personal data;
- which rights you have and how you can exercise them.

The General Data Protection Regulation (GDPR) requires organisations to be transparent about how they process personal data.



### 3. Which personal data do we process?

#### A) Data you provide to us

For example, when you contact us, request an intake/consultation or fill in a form:

- name;
- company name;
- job title;
- email address;
- phone number;
- content of your message or request;
- any attachments you provide.

#### B) Data we collect automatically via the website

When you visit our website, we may (depending on your cookie preferences) process:

- IP address (sometimes anonymised or truncated);
- device and browser information;
- language and location indication (based on IP);
- pages visited, click behaviour and session data;
- referrer (the website you came from).



## C) Business relationship and client data (B2B)

If you are a (potential) client, we may also process:

- quotations, appointments and contract details;
- invoicing and payment information;
- correspondence related to cooperation;
- project and campaign information (see also “roles” below).

## 4. Why do we process personal data? (purposes & legal bases)

We only process personal data when there is a valid legal basis under the GDPR, such as performance of a contract, legal obligation, consent or legitimate interest.

### 4.1 Contact, requests and (free) intake

Purpose: responding to your enquiry, planning an intake/consultation, preparing a quotation.

Legal basis: performance of a contract (or pre-contractual steps) and/or legitimate interest.

### 4.2 Services (marketing, advertising & automation)

Purpose:

To provide, manage and optimize marketing and advertising services for clients, including the setup and operation of campaigns, optimizations, reporting, dashboards and support.

Campaigns are executed within the client’s advertising and analytics accounts, where DigiSocial may – within the scope of the agreement – have access to budgets, data and performance results.



Legal basis:

Performance of a contract.

## Use of AI and Large Language Models (LLMs)

As part of our services and internal business processes, we may use personal data (in a limited and purpose-specific manner) in combination with AI solutions and so-called Large Language Models (LLMs), such as chat-based and automation tools.

This use is aimed at improving the efficiency of our operations, including analysis, reporting, customer support, internal documentation and process automation.

We ensure that:

- only personal data necessary for the specific purpose is processed;
- data is anonymized or pseudonymized where possible;
- client data is not used to train AI models, unless explicitly agreed otherwise in writing;
- appropriate contractual and technical safeguards are in place with providers of these AI solutions, in accordance with the GDPR.

The legal basis for this processing is the performance of the contract and, where applicable, our legitimate interest in organizing our services in an efficient, secure and responsible manner.

## 4.3 Relationship management and business communication

Purpose: maintaining contact with (potential) clients, planning and project updates.

Legal basis: legitimate interest.



#### 4.4 Invoicing and administration

Purpose: issuing invoices, processing payments, accounting.

Legal basis: legal obligation and performance of a contract.

#### 4.5 Website security and fraud prevention

Purpose: protecting our website and detecting misuse.

Legal basis: legitimate interest.

#### 4.6 Marketing (e.g. newsletters or case studies)

Purpose: informing you about updates, insights and services.

Legal basis: consent (where required) or legitimate interest (in case of an existing client relationship, within legal limits).

You can unsubscribe at any time via the unsubscribe link or by emailing [hello@digisocial.nl](mailto:hello@digisocial.nl).

### **5. Roles: data controller or data processor?**

#### 5.1 Website visitors and leads (DigiSocial = data controller)

For personal data you provide via [www.digisocial.nl](http://www.digisocial.nl) (contact forms, emails, analytics on our website), DigiSocial generally acts as the data controller.



## 5.2 Client campaigns (DigiSocial often = data processor)

When we perform advertising services for clients (campaigns, tracking, dashboards, reporting), we often process personal data on behalf of the client (e.g. website visitors or lead data of the client). In this case, the client is usually the data controller and DigiSocial acts as a data processor.

In such cases, we enter into a data processing agreement (DPA) covering security, instructions, subprocessors and retention periods.

## 6. Cookies and similar technologies

### 6.1 What are cookies?

Cookies are small text files placed on your device. They may be necessary for the website to function or used for statistics, personalisation and marketing.

### 6.2 Types of cookies we may use

Because cookie sets can differ per website, we describe the categories below. Which cookies are actually placed depends on our implementation and (where required) your consent:

#### Functional (necessary) cookies

Required for basic functionality and security.

#### Analytical cookies

Used to analyse and improve website usage (e.g. visitor statistics).

#### Marketing / tracking cookies

Used to measure campaigns and show more relevant advertisements (e.g. via advertising platforms).



## 6.3 Consent and cookie preferences

Where legally required, we ask for your consent before placing non-essential cookies. You can always adjust your preferences via the cookie settings (if available) and/or through your browser settings.

## 6.4 Cookie list (to be completed/validated)

Important: this section must be completed based on the actual cookies used on the website (cookie scan). Below is a template:

- Functional: (e.g. session cookie, consent cookie)
- Analytics: (e.g. Google Analytics / Plausible / Matomo)
- Marketing: (e.g. Meta Pixel, LinkedIn Insight Tag, Google Ads, TikTok Pixel)
- Other: (e.g. Hotjar / Microsoft Clarity for UX)

## 7. With whom do we share personal data?

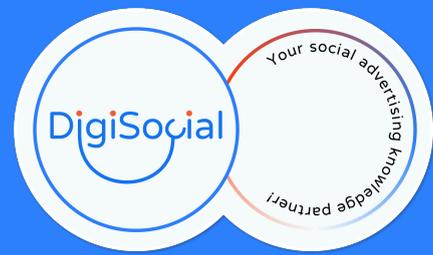
We never sell your personal data. We may share data with:

- service providers (sub-processors) such as hosting, email, CRM, analytics and accounting;
- payment and accounting providers;
- public authorities where we are legally obliged to do so.

Where required, we enter into data processing agreements with parties processing data on our behalf.

## 8. Transfers outside the EU/EEA

Some software providers (e.g. cloud, analytics or advertising platforms) may process data outside the EU/EEA (for example in the United States). In such cases,



we apply appropriate safeguards, such as Standard Contractual Clauses and additional measures where required. The GDPR requires transparency regarding such transfers.

## 9. Security

We take appropriate technical and organisational measures to protect personal data, including:

- access control (least privilege);
- strong passwords and, where possible, multi-factor authentication;
- encrypted connections (TLS/HTTPS);
- monitoring and updates;
- agreements with subprocessors.

## 10. How long do we retain personal data?

We do not retain personal data longer than necessary for the purposes for which it was collected, unless a legal retention obligation applies.

Indicative retention periods:

- Contact requests/leads: up to 24 months after last contact (or shorter upon deletion request, unless retention is legally required).
- Client files/contracts: for the duration of the agreement plus a reasonable period thereafter (e.g. 7 years for fiscal obligations where applicable).
- Email correspondence: as long as relevant to the file or within the above retention periods.



## 11. Your rights (GDPR)

Under the GDPR, you have the right to:

- access your personal data;
- rectification (correction);
- erasure (“right to be forgotten”);
- restriction of processing;
- object to processing (in particular where based on legitimate interest);
- data portability in certain cases;
- withdraw consent (where processing is based on consent).

To exercise your rights, please email [hello@digisocial.nl](mailto:hello@digisocial.nl).

We will respond within one month in principle.

## 12. Complaints

If you have a complaint about how we handle your personal data, please contact us first at [hello@digisocial.nl](mailto:hello@digisocial.nl).

You also have the right to lodge a complaint with your local data protection authority.

## 13. Links to third-party websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those parties. Please review their privacy policies separately.



## 14. Children

Our website and services are not intended for children under the age of 16. We do not knowingly collect personal data from children. If you believe we have done so inadvertently, please contact us and we will delete the data.

## 15. Changes

We may update this privacy policy if our website, services or legal obligations change. The date of the latest revision is shown at the top of this policy.