

Privacy policy Illuxtron International B.V.

Illuxtron International is the trade name of Illuxtron International BV. Illuxtron International develops, produces and sells professional LED solutions for the commercial sector. This privacy policy tells you what data Illuxtron International processes about you and why Illuxtron International processes that data.

Illuxtron International BV has its registered offices at the following address:
Marie Curieweg 13
4389 WB Vlissingen (Ritthem)

You can contact Illuxtron International by:
E-mail: info@illuxtron.com
Phone: +31 (0)857-736360

Illuxtron International respects your privacy and observes the legal context as required to protect your personal data. We think it is important that our services are transparent, personalised and reliable. We also process personal data, in addition to general company data. We only process your personal data in accordance with the General Data Protection Regulation.

The privacy policy of Illuxtron International may change if new developments give cause to do so. You can always find the latest version of this privacy policy at the bottom of our website.

1. Applicability of the privacy policy

The privacy policy is applicable to all personal data of potential customers that Illuxtron International collects in the course of its business activities. Illuxtron International collects general data in various ways about businesses and details of people who work at those companies. Illuxtron International will never request or process special categories of personal data. The privacy policy is applicable to the personal data that Illuxtron International collects.

1.1 General company information

Illuxtron International takes the term 'general company information' to mean publicly available company data such as the company name, general e-mail address and general phone numbers.

1.2 Personal data

To allow our services (such as e.g. handling sales agreements and dealing with warranty claims) to run as efficiently as possible, Illuxtron International also collects and processes personal data such as direct business e-mail addresses and direct business phone numbers. Illuxtron International does not collect and process private phone numbers, private e-mail addresses or special categories of personal data about potential customers.

2. Collection and processing of personal data

2.1 Commercial statements expressed by Illuxtron International

2.1.1 Newsletter

Illuxtron International sends a monthly newsletter to everyone who has subscribed to it, for example via the website or at an event or in some other way. Illuxtron International likes to keep you up to date on the latest news and developments in lighting. Recipients decide for themselves what e-mail address they want to receive the newsletter at. We always ask expressly for permission when people register for the newsletter.

If you want to see or change the data that we process for sending the newsletter, or if you want to unsubscribe from it, that can be done using the link at the bottom of the newsletter.

2.1.2 Commercial e-mails and letters

We collect and process general company data and business-related personal data of Illuxtron International customers. The purpose of having this business-related personal data is to let us work as efficiently as possible. Our customers have regular contact with our company and we believe it is important that we keep our customers aware of relevant news items. It is therefore possible that our customers will receive commercial e-mails and letters from us at a reasonable frequency. If you no longer want to receive commercial e-mails or letters from Illuxtron International, you can unsubscribe using the link at the bottom of the e-mail.

You may also come into contact with our sales team as a potential customer. Our sales team only collects and processes general company data and business-related contact details. If you would like to see or change your business-related contact details or would no longer like to receive any communications, please send an e-mail to that effect to info@illuxtron.com, stating that it is a privacy-related request.

2.2 Website

2.2.1 Forms

We collect directly business-related personal data through our website via the contact form and the returns form and conditions; this is data such as a phone number, e-mail address and the name of the contact. The purpose of this is to allow the contact request or RMA (return merchandise authorisation) to be dealt with as quickly as possible. Filling in a form means that you are implicitly agreeing to that information being processed.

2.2.2 Google Analytics

Our website is linked to Google Analytics so that we can obtain a picture of the visits to our website. Google Analytics only stores analytical cookies for that purpose and it does not collect any personal data.

3. Management and security of personal data

Illuxtron International uses a platform for the newsletter and commercial e-mails that focuses on e-mail marketing for the collection, processing, management and security of personal data (without the intervention of our sales team). You are able to examine, modify or unsubscribe your details used for these commercial expressions at any time via the link at the bottom on the newsletter or e-mail.

Directly business-related personal data that you are known by at Illuxtron International is processed, managed and kept secure using our CRM system.

Illuxtron International ensures at all times that these systems are managed as prescribed by legislation and regulations.

3.1 Providing data to third parties

Illuxtron International uses third parties in carrying out its business activities, for example such as delivery services for post and packages, fulfilment agencies, hosting services and IT service providers. Insofar as these parties process your personal data in the course of carrying out the services and business activities in question, Illuxtron International takes the requisite contractual, technical and organisational measures to ensure that this data is only processed insofar as is necessary for the context of the activity. In all cases, these third parties will only process your personal data in line with the applicable legislation and regulations.

3.2 Queries and requests for inspection, correction and deletion

You can submit a request to see your personal data or have it corrected or deleted via info@illuxtron.com, stating that it is a privacy-related request. If you would like to know whether the information that Illuxtron International has about you is correct, or if you want to registers an objection, this too can be done via info@illuxtron.com, stating that it is a privacy-related request. All the data that we process is retained in a clearly-organised processing register, so we are able to deal with your request within four weeks.

3.3 Retention period

Illuxtron International will not retain your personal data for longer than is legally permitted and necessary for achieving the purposes for which that data is being processed. How long specific data is retained depends on the nature of the data and the purposes for which it is processed. The retention period can therefore vary depending on the purpose.

4. Supervisory body

The Dutch Personal Data Authority supervises compliance with the legal rules for protecting personal data and issues recommendations about new regulations. More information about the supervisory body (the Personal Data Authority) can be found on <https://www.autoriteitpersoonsgegevens.nl/en> ; this is also where you can lodge any complaints.